

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %		SH %	AVG. AUD. 0,000	TOTAL	WORKING	LOH	W O M E N					M E N					T E E N S		CHILDREN					
									PERS	WOMEN	18-49	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.						
#STNS	CVG%	TYPE						(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11		
EVENING																													
A DIFFERENT WORLD						A	31.3	49	2773	1789	385	317	89	882	350	553	471	364	268	475	198	313	277	201	133	181	110	251	155
THU	8.30P	30	NBC	1	B	31.3	49	2773	1789	385	317	89	882	350	553	471	364	268	475	198	313	277	201	133	181	110	251	155	
	209	99	CS	1	C	31.3	49	2773	1789	385	317	89	882	350	553	471	364	268	475	198	313	277	201	133	181	110	251	155	
A YEAR IN THE LIFE						A	13.8	23	1223	1543	340	270	95	805	304	502	443	359	253	375	141	259	241	185	97	192	112	171	102
WED	9.00P	60	NBC	2	B	14.6	24	1289	1541	345	290	113	866	341	540	466	363	279	381	150	252	241	168	108	144	91	149	92	
	203	99	GD	2	C	14.6	24	1289	1541	345	290	113	866	341	540	466	363	279	381	150	252	241	168	108	144	91	149	92	
	9.00 - 9.30				A	13.2	22	1170	1569	340	271	93	818	289	495	439	370	274	361	131	238	223	178	104	181	112	210	127	
	9.30 - 10.00				A	14.4	23	1276	1519	340	270	97	794	317	508	446	349	233	388	150	279	258	191	90	202	112	136	79	
ABC SAT. NIGHT MOVIE SPEC(S,R)						A	7.3	14	647	1664	282	254	87^	594	282	448	373	246	117	480	241	372	323	192	78^	238	140	352	264
SAT	9.00P	120	ABC																										
	211	99	FF																										
SPLASH						A	5.3	9	470	1501	263	207	52^	529	198	345	305	244	145	490	225	327	302	187	125^	234	108^	248	191
	9.30 - 10.00				A	7.3	13	647	1726	293	265	73^	608	282	449	362	248	133	460	234	354	314	182	77^	238	152	420	333	
	10.00 - 10.30				A	8.4	16	744	1700	276	258	106	614	320	483	395	238	101	466	248	383	319	182	60^	245	151	375	272	
	10.30 - 11.00				A	8.1	16	718	1697	293	274	106	611	301	485	409	258	100	512	253	410	354	215	68^	236	139	339	244	
ABC THURSDAY NIGHT MOVIE						A	12.2	20	1081	1892	281	239	117	636	312	505	426	288	105	661	348	542	451	282	79	260	157	334	253
THU	9.00P	126	ABC	1	B	12.2	20	1081	1892	281	239	117	636	312	505	426	288	105	661	348	542	451	282	79	260	157	334	253	
	212	99	FF	1	C	12.2	20	1081	1892	281	239	117	636	312	505	426	288	105	661	348	542	451	282	79	260	157	334	253	
GHOSTBUSTERS						A	11.3	17	1001	1918	294	240	101	606	289	465	386	284	116	600	312	489	417	258	73	290	180	422	319
	9.00 - 9.30				A	11.9	19	1054	1928	290	245	119	640	314	521	429	297	103	619	328	507	429	262	72	280	169	388	291	
	9.30 - 10.00				A	12.8	22	1134	1906	277	238	132	647	320	521	445	295	93	687	360	563	459	299	82	263	154	309	232	
	10.00 - 10.30				A	12.8	23	1134	1869	270	237	116	643	328	516	438	276	96	733	391	611	498	312	81	230	140	263	204	
	10.30 - 11.00				A	11.3	24	1001	1769	270	237	124	719	300	497	458	302	189	688	352	531	455	265	121	169	102	192	144	
	11.00 - 11.30																												
ADVENTURES-BEANS BAXTER						A	2.1	4	186	1593	236^	230^	36^	549	244^	442	378	229^	104^	608	310^	447	356	262^	99^	253^	62^	183^	123^
SAT	8.30P	30	FOX	1	B	2.1	4	186	1593	236^	230^	36^	549	244^	442	378	229^	104^	608	310^	447	356	262^	99^	253^	62^	183^	123^	
	115	85	CS	1	C	2.1	4	186	1593	236^	230^	36^	549	244^	442	378	229^	104^	608	310^	447	356	262^	99^	253^	62^	183^	123^	
ALF						A	17.9	29	1586	1871	326	279	111	681	329	493	439	259	139	437	222	359	319	183	60	266	154	487	310
MON	8.00P	30	NBC	1	B	17.9	29	1586	1871	326	279	111	681	329	493	439	259	139	437	222	359	319	183	60	266	154	487	310	
	204	99	CS	1	C	17.9	29	1586	1871	326	279	111	681	329	493	439	259	139	437	222	359	319	183	60	266	154	487	310	
BEAUTY & THE BEAST SPEC.(S)						A	13.5	26	1196	1632	323	257	101	833	308	506	469	376	273	513	176	336	318	264	140	121	73	165	126
FRI	10.00P	60	CBS																										
	209	99	A																										
	10.00 - 10.30				A	13.6	26	1205	1612	325	257	100	853	298	509	476	395	289	506	164	326	308	267	144	101	62	152	112	
	10.30 - 11.00				A	13.4	26	1187	1653	322	257	103	813	317	503	463	356	257	520	188	346	329	262	137	141	84	179	140	
BILL COSBY SHOW						A	31.5	51	2791	1788	355	288	80	868	318	501	432	351	308	488	185	299	262	207	161	165	100	266	168
CONT'D																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

SEP. 21-27, 1987

PROGRAM NAME						KEY E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
DAY	TIME #STMS	DUR CVG%	NET TYPE	NO. OF T/C			AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING WOMEN				LOH 18-49 W/CH					W O M E N					M E N					T E E N S		CHILDREN	
										PERS (2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT.
EVENING CONT'D																																
BILL COSBY SHOW-CONT'D																																
THU	8.00P	30	NBC	1	B	31.5	51	2791	1788	355	288	80	868	318	501	432	351	308	488	185	299	262	207	161	165	100	266	168				
	213	99	CS	1	C	31.5	51	2791	1788	355	288	80	868	318	501	432	351	308	488	185	299	262	207	161	165	100	266	168				
BUCK JAMES					A	16.6	30	1471	1724	394	305	128	902	238	498	505	505	331	633	176	355	382	355	204	61	31^	129	87				
SUN	10.00P	60	ABC	1	B	16.6	30	1471	1724	394	305	128	902	238	498	505	505	331	633	176	355	382	355	204	61	31^	129	87				
	216	99	GD	1	C	16.6	30	1471	1724	394	305	128	902	238	498	505	505	331	633	176	355	382	355	204	61	31^	129	87				
	10.00 - 10.30				A	17.5	30	1551	1736	398	307	132	909	244	498	500	499	340	633	175	354	377	356	210	66	35^	127	84				
	10.30 - 11.00				A	15.7	30	1391	1711	390	303	124	894	231	498	511	511	321	632	178	356	387	355	197	54	26^	130	91				
CAGNEY & LACEY					A	16.4	28	1453	1442	375	283	110	884	275	493	498	418	313	434	163	255	231	199	150	65	36^	59	40^				
MON	10.00P	60	CBS	1	B	16.4	28	1453	1442	375	283	110	884	275	493	498	418	313	434	163	255	231	199	150	65	36^	59	40^				
	208	99	OP	1	C	16.4	28	1453	1442	375	283	110	884	275	493	498	418	313	434	163	255	231	199	150	65	36^	59	40^				
	10.00 - 10.30				A	16.5	27	1462	1458	391	294	114	889	283	502	512	417	308	439	164	256	231	197	155	65	37^	63	43^				
	10.30 - 11.00				A	16.2	29	1435	1435	362	273	106	884	269	486	488	422	320	431	163	256	233	201	146	65	36^	55	36^				
CHARMINGS					A	6.5	10	576	1799	270	209	47^	631	290	379	339	222	214	559	241	404	349	244	138	169	83^	440	305				
THU	8.30P	30	ABC	2	B	8.1	13	718	1732	292	241	88	664	290	432	376	278	194	502	237	373	318	214	105	212	127	355	267				
	202	96	CS	2	C	8.1	13	718	1732	292	241	88	664	290	432	376	278	194	502	237	373	318	214	105	212	127	355	267				
CHE																																

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

SEP. 21-27, 1987

PROGRAM NAME					KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
								TOTAL				W O M E N					M E N					T E E N S		CHILDREN				
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS (2+)	WORKING 18+ 49	LOH 18-49 W/CH	18- 34 49 54 64 55+					18- 34 49 54 64 55+					TOT. 12- 17	FEM. 12- 17	TOT. 2- 11	TOT. 6- 11				
EVENING CONT'D																												
DISNEY SUNDAY MOVIE(R)-CONT'D																												
ALICE IN WONDERLAND																												
7.00 - 7.30					A	9.6	19	851	2016	226	185	195	639	288	504	458	317	111	496	236	407	391	230	65^	153	90	728	397
7.30 - 8.00					A	11.3	20	1001	2166	224	193	168	624	295	506	452	294	103	521	244	458	436	259	50^	201	105	820	461
DOLLY SHOW																												
SUN 9.00P 60 ABC 1					A	24.7	38	2188	1804	377	314	128	918	289	531	501	445	330	624	185	368	366	326	207	99	55	163	106
216 99 GV 1					B	24.7	38	2188	1804	377	314	128	918	289	531	501	445	330	624	185	368	366	326	207	99	55	163	106
9.00 - 9.30					C	24.7	38	2188	1804	377	314	128	918	289	531	501	445	330	624	185	368	366	326	207	99	55	163	106
9.30 - 10.00					A	24.9	39	2206	1805	372	315	121	913	290	532	495	435	326	625	191	378	367	320	204	105	52	162	105
					A	24.6	38	2180	1795	381	312	134	919	287	528	504	453	333	621	178	358	364	331	209	92	58	163	106
DUET																												
SAT 9.30P 30 FOX 1					A	2.0	4	177	1480	487	412	4^	775	361	463	378	290^	234^	569	350^	461	240^	186^	75^	29^	<<	107^	105^
114 85 CS 1					B	2.0	4	177	1480	487	412	4^	775	361	463	378	290^	234^	569	350^	461	240^	186^	75^	29^	<<	107^	105^
					C	2.0	4	177	1480	487	412	4^	775	361	463	378	290^	234^	569	350^	461	240^	186^	75^	29^	<<	107^	105^
DYNASTY																												
WED 10.00P 60 ABC 1					A	16.5	28	1462	1674	371	319	84	876	323	539	486	382	299	483	216	332	299	200	124	133	80	182	128
216 99 GD 1					B	16.5	28	1462	1674	371	319	84	876	323	539	486	382	299	483	216	332	299	200	124	133	80	182	128
10.00 - 10.30					C	16.5	28	1462	1674	371	319	84	876	323	539	486	382	299	483	216	332	299	200	124	133	80	182	128
					A	16.8	28	1488	1688	371	323	83	877	327	548	494	384	290	481	223	340	308	195	113	138	83	192	130
10.30 - 11.00					A	16.2	29	1435	1661	371	314	85	876	318	531	478	381	307	486	208	324	289	205	135	128	78	171	126
EQUALIZER																												
WED 9.00P 120 CBS 1					A	14.4	24	1276	1481	210	136	65	681	155	325	326	354	302	678	220	365	360	330	253	63	19^	59	33^
210 99 PD 1					B	14.4	24	1276	1481	210	136	65	681	155	325	326	354	302	678	220	365	360	330	253	63	19^	59	33^
9.00 - 9.30					C	14.4	24	1276	1481	210	136	65	681	155	325	326	354	302	678	220	365	360	330	253	63	19^	59	33^
9.30 - 10.00					A	12.6	21	1116	1511	222	136	63	725	161	333	338	363	328	653	200	331	343	307	262	62	18^	72	40^
10.00 - 10.30					A	14.4	23	1276	1513	220	144	63	721	168	332	332	355	330	669	227	358	343	314	254	55	22^	68	41^
10.30 - 11.00					A	15.8	26	1400	1450	205	135	63	648	146	316	321	355	279	680	221	373	368	339	247	62	18^	59	35^
					A	14.9	26	1320	1448	192	129	71	636	146	318	314	343	277	701	227	388	380	352	250	71	18^	40^	16^
FACTS OF LIFE																												
SAT 8.00P 30 NBC 1					A	14.8	29	1311	1583	294	239	58	826	290	430	367	284	351	403	135	235	211	153	159	128	76	226	144
202 99 CS 1					B	14.8	29	1311	1583	294	239	58	826	290	430	367	284	351	403	135	235	211	153	159	128	76	226	144
					C	14.8	29	1311	1583	294	239	58	826	290	430	367	284	351	403	135	235	211	153	159	128	76	226	144
FAMILY TIES																												
SUN 8.00P 30 NBC 3					A	21.0	34	1861	1886	419	374	103	779	386	582	496	302	141	590	305	475	390	247	74	224	124	293	198
209 99 CS 3					B	24.9	39	2204	1919	396	348	101	784	365	573	487	324	163	628	304	477	402	273	103	214	119	292	197
					C	24.9	39	2204	1919	396	348	101	784	365	573	487	324	163	628	304	477	402	273	103	214	119	292	197
FRANK'S PLACE SPCL(S)																												
MON 8.00P 30 CBS 1					A	13.9	22	1232	1496	316	220	66	855	240	364	403	339	414	502	144	246	276	224	212	53	29^	86	44^
209 99 CS 1																												
FULL HOUSE																												
FRI 8.00P 30 ABC 1					A	9.3	18	824	1691	280	230	112	714	288	478	422	301	198	544	254	400	347	228	109	142	86	291	178
194 92 CS 1					B	9.3	18	824	1691	280	230	112	714	288	478	422	301	198	544	254	400	347	228	109	142	86	291	178
					C	9.3	18	824	1691	280	230	112	714	288	478	422	301	198	544	254	400	347	228	109	142	86	291	178
FULL HOUSE SPECIAL(S)																												
CONT'D					A	21.8	35	1931	1841	366	318	91	789	372	570	468	309	175	451	230	353	287	181	74	252	146	348	235

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

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PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C						K E Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN				
									PERS	WOMEN	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	18-49	TOT.	FEM.	TOT.
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11	
EVENING CONT'D																													
FULL HOUSE SPECIAL(S)-CONT'D TUE 8.30P 30 ABC 204 97 CS																													
GOLDEN GIRLS						A	22.2	39	1967	1597	307	226	62	877	255	407	365	353	418	385	99	206	200	181	160	122	72	213	161
SAT 9.00P 30 NBC 2						B	22.6	40	2002	1626	290	219	61	875	236	388	356	351	433	413	105	209	207	192	180	126	88	212	151
209 99 CS 2						C	22.6	40	2002	1626	290	219	61	875	236	388	356	351	433	413	105	209	207	192	180	126	88	212	151
GROWING PAINS						A	23.2	36	2056	1878	374	337	88	772	405	597	493	291	136	496	270	409	325	186	71	284	152	326	239
TUE 9.00P 30 ABC 1						B	23.2	36	2056	1878	374	337	88	772	405	597	493	291	136	496	270	409	325	186	71	284	152	326	239
214 98 CS 1						C	23.2	36	2056	1878	374	337	88	772	405	597	493	291	136	496	270	409	325	186	71	284	152	326	239
HEAD OF THE CLASS						A	17.4	29	1542	1756	368	317	103	742	395	545	441	243	160	495	283	408	330	183	54	243	109	275	170
WED 8.30P 30 ABC 1						B	17.4	29	1542	1756	368	317	103	742	395	545	441	243	160	495	283	408	330	183	54	243	109	275	170
215 99 CS 1						C	17.4	29	1542	1756	368	317	103	742	395	545	441	243	160	495	283	408	330	183	54	243	109	275	170
HIGHWAY TO HEAVEN						A	15.6	27	1382	1729	271	198	88	863	214	408	397	402	393	461	151	245	234	218	197	159	79	246	153
WED 8.00P 60 NBC 2						B	16.2	28	1435	1742	269	207	95	844	218	407	395	385	376	461	140	238	237	221	197	173	85	264	168
205 99 GD 2						C	16.2	28	1435	1742	269	207	95	844	218	407	395	385	376	461	140	238	237	221	197	173	85	264	168
8.00 - 8.30						A	14.9	26	1320	1715	255	182	86	851	206	392	386	390	396	466	159	246	240	216	199	164	81	234	143
8.30 - 9.00						A	16.3	27	1444	1741	285	212	89	874	221	423	407	412	391	456	144	245	229	219	195	154	77	257	162
HOOPERMAN						A	21.5	35	1905	1779	359	310	95	833	332	559	506	384	219	578	260	420	369	258	122	148	59	220	142
WED 9.00P 30 ABC 1						B	21.5	35	1905	1779	359	310	95	833	332	559	506	384	219	578	260	420	369	258	122	148	59	220	142
213 99 OP 1						C	21.5	35	1905	1779	359	310	95	833	332	559	506	384	219	578	260	420	369	258	122	148	59	220	142
HOUSTON KNIGHTS						A	9.6	16	851	1647	279	212	92	720	216	398	395	371	259	641	216	385	363	319	218	143	64^	145	97
TUE 8.00P 60 CBS 2						B	10.2	17	904	1672	318	246	99	783	209	437	428	430	286	655	201	389	369	343	224	106	57	128	78
203 98 OP 2						C	10.2	17	904	1672	318	246	99	783	209	437	428	430	286	655	201	389	369	343	224	106	57	128	78
8.00 - 8.30						A	8.8	15	780	1640	277	208	80^	734	206	390	385	389	284	635	200	367	348	321	230	134	57^	137	90
8.30 - 9.00						A	10.5	17	930	1638	278	213	100	701	223	402	400	353	236	639	228	397	372	314	207	149	69	150	102
I MARRIED DORA						A	10.1	18	895	1744	279	226	122	753	321	499	432	303	220	591	276	444	391	264	103	137	91	262	161
FRI 8.30P 30 ABC 1						B	10.1	18	895	1744	279	226	122	753	321	499	432	303	220	591	276	444	391	264	103	137	91	262	161
203 96 CS 1						C	10.1	18	895	1744	279	226	122	753	321	499	432	303	220	591	276	444	391	264	103	137	91	262	161
I MARRIED DORA SPECIAL(S)						A	20.4	32	1807	1770	347	310	94	779	414	607	496	296	137	507	274	410	329	194	75	225	132	259	176
TUE 9.30P 30 ABC 1																													
210 98 CS																													
JAKE AND THE FATMAN-SPEC.(S)						A	12.5	24	1108	1673	256	160	43^	820	147	327	378	422	411	679	174	338	369	374	276	79	28^	94	70
SAT 10.00P 60 CBS 1																													
208 99 OP																													
10.00 - 10.30						A	12.7	24	1125	1677	248	152	37^	807	138	316	370	413	405	691	176	342	376	379	279	76	27^	103	77
10.30 - 11.00						A	12.3	24	1090	1669	265	167	49^	834	156	338	386	430	417	668	173	334	361	368	272	81	28^	86	63
J.J. STARBUCK SPECIAL(S)						A	15.8	30	1400	1577	318	222	62	846	224	421	400	424	368	501	150	291	276	230	193	105	56	125	80
CONT'D																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																						
DAY	TIME	DUR #STNS	NET CVG%	OF TYPE T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN						
									PERS (2+)	18+	49	18-49 W/CH <3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOT. 12-17	FEM. 12-17	TOT. 2-6	TOT. 6-11			
EVENING CONT'D																															
J.J. STARBUCK SPECIAL(S)-CONT'D																															
SAT	9.30P	90	NBC																												
	203	99	GD																												
	9.30 - 10.00				A	15.8	29	1400	1581	310	222	58	868	241	420	376	393	400	450	130	249	239	195	179	118	68	144	89			
	10.00 - 10.30				A	15.9	30	1409	1560	319	223	58	842	215	420	412	439	361	506	154	296	279	229	196	94	51	119	77			
	10.30 - 11.00				A	15.6	31	1382	1601	327	223	71	833	218	425	415	441	347	552	167	330	311	267	204	103	50	113	74			
KATE & ALLIE																															
MON	8.30P	30	CBS	2	A	15.6	24	1382	1541	390	302	72	863	303	452	447	326	339	471	156	262	279	207	174	87	55	120	77			
	209	99	CS	2	B	15.6	25	1382	1545	364	281	93	861	294	467	442	349	338	441	150	246	255	200	157	88	58	155	101			
					C	15.6	25	1382	1545	364	281	93	861	294	467	442	349	338	441	150	246	255	200	157	88	58	155	101			
KNOTS LANDING																															
THU	10.00P	60	CBS	1	A	15.2	27	1347	1536	358	290	85	936	351	549	485	380	333	449	198	307	288	187	115	72	32^	80	60			
	209	99	GD	1	B	15.2	27	1347	1536	358	290	85	936	351	549	485	380	333	449	198	307	288	187	115	72	32^	80	60			
	10.00 - 10.30				C	15.2	27	1347	1536	358	290	85	936	351	549	485	380	333	449	198	307	288	187	115	72	32^	80	60			
	10.30 - 11.00				A	15.1	26	1338	1559	362	291	82	937	346	553	493	389	331	460	204	317	296	191	116	78	30^	84	62			
					A	15.3	28	1356	1513	354	288	88	935	355	545	477	371	335	437	193	297	279	182	115	65	34^	75	59			
LAW & HARRY MCGRAW SPEC.(S)																															
SUN	9.00P	120	CBS		A	12.6	21	1116	1577	345	232	44^	835	120	371	427	479	382	628	124	281	287	354	304	58	27^	55^	44^			
MACGYVER																															
MON	8.00P	60	ABC	1	A	11.8	20	1045	1650	252	196	66	739	187	357	356	391	317	668	235	416	371	321	209	121	70	123	67			
	185	93	A	1	B	11.8	20	1045	1650	252	196	66	739	187	357	356	391	317	668	235	416	371	321	209	121	70	123	67			
	8.00 - 8.30				C	11.8	20	1045	1650	252	196	66	739	187	357	356	391	317	668	235	416	371	321	209	121	70	123	67			
	8.30 - 9.00				A	11.2	19	992	1635	245	191	69	747	188	355	346	394	325	651	229	401	346	304	216	111	66	126	68			
					A	12.5	21	1108	1651	257	198	63	726	185	356	362	385	306	678	239	427	390	333	201	128	74	118	65			
MARRIED...WITH CHILDREN																															
SUN	8.00P	60	FOX	1	A	3.7	6	328	1785	327	265	23^	608	312	458	418	259	94^	773	370	638	561	370	92^	147^	96^	257	170^			
	116	85	CS	1	B	3.7	6	328	1785	327	265	23^	608	312	458	418	259	94^	773	370	638	561	370	92^	147^	96^	257	170^			
	8.00 - 8.30				C	3.7	6	328	1785	327	265	23^	608	312	458	418	259	94^	773	370	638	561	370	92^	147^	96^	257	170^			
	8.30 - 9.00				A	3.5	6	310	1843	336	266	20^	594	309	466	441	266	60^	799	377	666	567	398	93^	182^	120^	268	177^			
					A	3.8	6	337	1779	328	271	25^	637	323	462	407	260	127^	768	374	629	570	395	93^	118^	77^	255	169^			
MATLOCK																															
TUE	8.00P	120	NBC	1	A	17.0	27	1506	1627	244	159	60	867	142	296	339	424	492	613	132	268	265	309	303	63	27^	84	32^			
	204	96	GD	1	B	17.0	27	1506	1627	244	159	60	867	142	296	339	424	492	613	132	268	265	309	303	63	27^	84	32^			
	8.00 - 8.30				C	17.0	27	1506	1627	244	159	60	867	142	296	339	424	492	613	132	268	265	309	303	63	27^	84	32^			
	8.30 - 9.00				A	15.6	26	1382	1596	242	162	56	874	138	287	332	427	506	597	124	240	247	296	309	42^	24^	84	30^			
	9.00 - 9.30				A	16.9	27	1497	1623	245	164	62	880	140	303	354	440	496	594	124	249	248	294	304	65	24^	84	32^			
					A	17.8	28	1577	1639	245	151	59	866	139	288	335	421	495	617	131	273	271	312	304	72	27^	85	31^			

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL	WORKING		LOH	W O M E N					M E N					T E E N S		CHILDREN									
								PERS	WOMEN		18-49													TOT.	FEM.	TOT.	TOT.						
								(2+)	18+		49	<3	W/CH	18-	18-	25-	35-	55+	18-	18-	25-	35-	55+	12-	12-	2-	6-						
#STNS	CVG%	TYPE																															
EVENING CONT'D																																	
MATLOCK-CONT'D 9.30 - 10.00										A	17.6	28	1559	1655	243	160	64	856	152	308	336	412	473	646	149	308	294	333	298	69	30^	84	34^
MAX HEADROOM										A	6.9	13	611	1675	249	204	129	651	304	481	429	289	117	573	216	448	415	325	74^	158	86^	293	165
FRI	9.00P	60	ABC	2	B	7.3	13	647	1627	273	222	139	690	306	503	457	318	139	586	238	445	396	308	95	128	63^	223	130					
	209	99	A	2	C	7.3	13	647	1627	273	222	139	690	306	503	457	318	139	586	238	445	396	308	95	128	63^	223	130					
	9.00 - 9.30				A	7.1	13	629	1695	247	202	124	642	299	468	408	276	121	568	223	445	412	309	73^	172	99^	315	181					
	9.30 - 10.00				A	6.7	12	594	1653	251	207	134	661	309	495	453	302	112	578	209	451	418	342	76^	143	72^	271	148					
MIAMI VICE										A	16.2	29	1435	1730	305	247	77	749	298	486	448	340	219	655	271	450	430	305	160	137	64	190	86
FRI	9.00P	60	NBC	1	B	16.2	29	1435	1730	305	247	77	749	298	486	448	340	219	655	271	450	430	305	160	137	64	190	86					
	209	99	OP	1	C	16.2	29	1435	1730	305	247	77	749	298	486	448	340	219	655	271	450	430	305	160	137	64	190	86					
	9.00 - 9.30				A	15.7	28	1391	1756	305	252	77	761	307	499	451	341	223	646	270	449	430	298	154	130	58	219	103					
	9.30 - 10.00				A	16.7	30	1480	1707	305	243	76	737	289	474	444	340	216	663	272	452	431	311	166	143	70	163	69					
MR. PRESIDENT										A	2.6	4	230	1701	425	390	128^	769	447	597	573	238^	127^	554	228^	420	433	253^	120^	195^	61^	183^	113^
SUN	9.30P	30	FOX	1	B	2.6	4	230	1701	425	390	128^	769	447	597	573	238^	127^	554	228^	420	433	253^	120^	195^	61^	183^	113^					
	114	85	CS	1	C	2.6	4	230	1701	425	390	128^	769	447	597	573	238^	127^	554	228^	420	433	253^	120^	195^	61^	183^	113^					
MOONLIGHTING(R)										A	18.3	32	1621	1586	364	329	112	817	407	627	510	328	157	483	261	405	341	187	56	140	80	146	94
TUE										B	17.3	29	1533	1655	382	339	118	804	394	614	509	329	150	468	247	369	297	180	76	190	109	192	120
	10.00P	60	ABC	4	C	17.3	29	1533	1655	382	339	118	804	394	614	509	329	150	468	247	369	297	180	76	190	109	192	120					
	216	99	PD	4	A	18.9	32	1675	1608	358	319	103	809	415	621	502	312	154	472	257	396	339	184	53	156	92	171	107					
	10.00 - 10.30				A	17.8	32	1577	1554	369	337	121	821	397	630	515	343	159	491	263	412	342	191	58	122	67	119	81					
	10.30 - 11.00				A	20.4	32	1807	1601	273	163	49	869	115	298	333	426	508	604	112	252	269	314	316	67	33^	62	37					
MURDER, SHE WROTE										B	19.7	31	1745	1564	296	190	45	860	130	302	331	420	498	581	91	219	243	299	321	63	32	60	39
SUN	8.00P	60	CBS	2	C	19.7	31	1745	1564	296	190	45	860	130	302	331	420	498	581	91	219	243	299	321	63	32	60	39					
	210	99	SM	2	A	19.8	32	1754	1595	267	153	49	861	111	283	322	417	515	613	114	257	271	315	325	66	31^	55	31^					
	8.00 - 8.30				A	20.9	32	1852	1614	280	174	49	881	120	314	345	436	504	598	110	249	269	314	309	67	34^	68	43					
	8.30 - 9.00				A	18.1	28	1604	1843	395	350	98	767	386	595	505	316	115	563	281	435	352	242	87	237	129	275	177					
MY TWO DAD'S										B	18.8	29	1666	1872	381	338	88	787	373	588	495	321	148	578	273	441	382	257	98	232	128	276	187
SUN	8.30P	30	NBC	2	C	18.8	29	1666	1872	381	338	88	787	373	588	495	321	148	578	273	441	382	257	98	232	128	276	187					
	207	99	CS	2	A	13.4	22	1187	1525	308	247	84	793	265	463	416	374	287	427	149	267	251	207	131	160	100	145	104					
NBC MONDAY NIGHT MOVIES										B	13.4	22	1187	1525	308	247	84	793	265	463	416	374	287	427	149	267	251	207	131	160	100	145	104
MON	9.00P	113	NBC	1	C	13.4	22	1187	1525	308	247	84	793	265	463	416	374	287	427	149	267	251	207	131	160	100	145	104					
	199	99	FF	1	A	13.9	22	1232	1522	309	255	88	774	261	463	421	363	269	405	153	261	245	186	120	166	105	177	123					
IF IT'S TUE, IT MUST BE BELGIUM										A	13.8	22	1223	1536	299	239	97	795	271	456	412	371	294	428	147	266	250	210	132	173	114	140	107
	9.00 - 9.30				A	13.1	21	1161	1534	310	244	74	800	255	459	416	389	294	438	151	271	256	220	134	162	96	134	95					
	9.30 - 10.00				A	12.6	22	1116	1502	314	249	71	810	276	480	416	375	291	441	146	273	256	217	140	128	80	124	86					
	10.00 - 10.30				A	16.5	27	1462	1779	262	242	88	605	314	476	407	230	94	799	429	661	547	332	99	221	95	153	108					
	10.30 - 11.00				A	16.5	27	1462	1779	262	242	88	605	314	476	407	230	94	799	429	661	547	332	99	221	95	153	108					
NBC SUNDAY NIGHT MOVIE										A	16.5	27	1462	1779	262	242	88	605	314	476	407	230	94	799	429	661	547	332	99	221	95	153	108
CONT'D																																	

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

SEP. 21-27, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
								TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN					
								PERS	WOMEN	18-49		18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.						
DAY	TIME	DUR	NET	NO. OF T/C	Avg. Aud. %	SH %	Avg. 0,000	(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11		
EVENING CONT'D																													
NBC SUNDAY NIGHT MOVIE-CONT'D					1	B	16.5	27	1462	1779	262	242	88	605	314	476	407	230	94	799	429	661	547	332	99	221	95	153	108
SUN	9.00P	120	NBC	1		C	16.5	27	1462	1779	262	242	88	605	314	476	407	230	94	799	429	661	547	332	99	221	95	153	108
THE TERMINATOR						A	15.4	24	1364	1810	270	241	65	626	309	469	402	244	117	749	397	609	510	316	98	229	96	205	150
	9.00 - 9.30					A	16.3	26	1444	1816	281	260	72	621	314	492	420	247	94	801	441	670	548	325	94	222	92	172	118
	9.30 - 10.00					A	17.6	30	1559	1771	259	246	95	597	319	483	408	224	83	818	438	684	566	340	94	227	101	129	96
	10.00 - 10.30					A	16.7	31	1480	1722	238	224	116	579	314	457	398	206	84	824	436	677	560	344	108	206	92	113	75
	10.30 - 11.00																												
NEW HART					2	A	19.1	30	1692	1585	404	326	102	869	316	517	489	367	288	499	174	304	286	240	171	103	53	114	83
MON	9.00P	30	CBS	2		B	17.7	27	1564	1558	395	316	120	871	317	522	495	374	286	467	172	293	277	222	149	96	53	123	82
	210	99	CS	2		C	17.7	27	1564	1558	395	316	120	871	317	522	495	374	286	467	172	293	277	222	149	96	53	123	82
NFL MONDAY NIGHT FOOTBALL					2	A	18.7	34	1657	1531	205	175	46	475	171	293	280	222	145	871	335	558	510	402	246	102	30^	83	51
MON	9.00P	199	ABC	2		B	20.8	37	1843	1592	224	190	55	505	186	325	306	238	144	883	340	573	533	416	242	112	27	92	54
	214	99	SE	2	C	20.8	37	1843	1592	224	190	55	505	186	325	306	238	144	883	340	573	533	416	242	112	27	92	54	
NEW ENGLAND VS NY JETS						A	18.6	29	1648	1595	213	176	39	527	185	304	305	236	180	838	321	502	480	359	262	114	43	116	75
	9.00 - 9.30																												
	9.30 - 10.00				A	22.0	35	1949	1535	179	153	47	474	172	284	278	208	157	856	312	524	495	398	264	116	31^	89	57	
	10.00 - 10.30				A	22.5	36	1994	1536	195	166	60	465	178	295	279	210	134	877	324	570	532	420	245	110	29^	89	51	
	10.30 - 11.00				A	19.9	34	1763	1525	192	166	56	460	172	296	276	216	129	888	338	583	523	415	245	95	26^	82	51	
	11.00 - 11.30				A	17.1	33	1515	1485	223	187	39^	446	161	277	268	220	125	874	340	569	505	414	242	98	27^	68	41^	
	11.30 - 12.00				A	15.2	36	1347	1484	217	189	28^	455	153	280	261	223	143	889	364	588	519	406	234	80	24^	60	36^	
	12.00 - 12.30				A	13.9	39	1232	1542	245	220	38^	510	169	324	303	268	152	885	375	602	515	397	209	85	31^	63	35^	
NIGHT COURT					2	A	24.9	40	2206	1649	364	303	102	847	332	545	489	388	247	586	238	410	374	265	148	129	70	87	49
THU	9.30P	30	NBC	2		B	21.7	35	1923	1624	365	297	95	832	305	518	480	385	256	579	235	388	353	251	160	118	58	95	65
	206	99	CS	2		C	21.7	35	1923	1624	365	297	95	832	305	518	480	385	256	579	235	388	353	251	160	118	58	95	65
OLDEST ROOKIE					2	A	10.4	18	921	1489	227	141	55^	745	164	333	344	390	343	601	180	305	309	257	252	52^	9^	91	47^
WED	8.00P	60	CBS	2		B	12.3	21	1085	1556	251	185	81	752	208	399	389	370	296	584	189	326	323	264	216	81	31^	139	79
	210	99	OP	2		C	12.3	21	1085	1556	251	185	81	752	208	399	389	370	296	584	189	326	323	264	216	81	31^	139	79
	8.00 - 8.30					A	10.5	18	930	1476	221	139	64^	738	165	320	329	373	350	588	174	297	301	246	251	50^	8^	101	51^
	8.30 - 9.00				A	10.3	17	913	1503	232	143	46^	753	162	347	360	408	336	615	186	313	318	268	254	55^	10^	80	43^	
OLYMPIC DIARY-MON					2	A	13.0	21	1152	1629	258	202	56	728	198	374	370	380	296	661	222	408	391	339	199	129	65	110	62
MON	8.46P	1	ABC	2		B	11.4	19	1006	1653	250	205	45^	647	194	360	350	332	244	764	295	507	474	360	208	117	46	124	72
	183	93	N	2		C	11.4	19	1006	1653	250	205	45^	647	194	360	350	332	244	764	295	507	474	360	208	117	46	124	72
OLYMPIC DIARY-TUE					2	A	17.9	32	1586	1559	383	348	124	832	416	642	518	339	156	484	270	412	340	183	49	126	71	117	80
TUE	10.40P	1	ABC	2		B	16.1	29	1426	1548	338	293	116	824	374	589	493	349	200	518	249	396	332	204	97	98	52	108	73
	216	99	N	2		C	16.1	29	1426	1548	338	293	116	824	374	589	493	349	200	518	249	396	332	204	97	98	52	108	73
OLYMPIC DIARY-WED CONT'D						A	16.5	29	1462	1653	362	298	85	870	307	512	468	380	315	476	199	319	289	208	131	127	81	180	128

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

24 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN								
								PERS	WOMEN		18-49	18-49 W/CH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.								
								(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12-17	12-17	2-6	2-6					
EVENING CONT'D																																
OLYMPIC DIARY-WED-CONT'D																																
WED	10.42P	1	ABC	1	B	16.5	29	1462	1653	362	298	85	870	307	512	468	380	315	476	199	319	289	208	131	127	81	180	128				
	216	99	N	1	C	16.5	29	1462	1653	362	298	85	870	307	512	468	380	315	476	199	319	289	208	131	127	81	180	128				
OLYMPIC DIARY-THU																																
THU	10.37P	1	ABC	2	A	12.8	23	1134	1867	265	234	114	632	321	512	436	275	89	718	379	602	488	314	71	239	142	277	206				
	212	99	N	2	B	13.3	24	1174	1751	285	237	116	704	325	517	444	318	142	623	313	507	410	275	83	205	118	219	162				
				2	C	13.3	24	1174	1751	285	237	116	704	325	517	444	318	142	623	313	507	410	275	83	205	118	219	162				
OLYMPIC DIARY-FRI																																
FRI	10.53P	1	ABC	2	A	15.0	29	1329	1653	302	219	94	867	270	487	473	412	319	588	203	371	392	267	169	84	47^	114	65				
	216	99	N	2	B	14.8	29	1307	1637	324	238	91	878	259	493	486	433	322	602	190	365	375	288	188	73	40	83	51				
				2	C	14.8	29	1307	1637	324	238	91	878	259	493	486	433	322	602	190	365	375	288	188	73	40	83	51				
OLYMPIC DIARY-SAT 1																																
SAT	10.28P	1	ABC	2	A	7.8	15	691	1713	305	290	117	633	349	504	416	235	101	484	283	416	335	175	52^	245	152	351	250				
	211	99	N	2	B	6.7	13	594	1618	324	283	97	635	239	439	422	338	142	539	247	390	347	254	101	177	98	266	167				
				2	C	6.7	13	594	1618	324	283	97	635	239	439	422	338	142	539	247	390	347	254	101	177	98	266	167				
OLYMPIC DIARY-SUN 1																																
SUN	10.42P	1	ABC	2	A	15.8	29	1400	1701	392	302	117	899	232	501	511	519	322	632	171	357	387	360	196	50	23^	121	88				
	216	99	N	2	B	13.5	24	1192	1704	355	279	109	865	235	503	505	487	292	627	178	354	391	340	194	86	43	126	88				
				2	C	13.5	24	1192	1704	355	279	109	865	235	503	505	487	292	627	178	354	391	340	194	86	43	126	88				
ONCE A HERO																																
					A	3.7	7	328	1661	194^	149^	33^	492	137^	292	291	251	179^	545	229	395	355	237	125^	272	116^	352	253				
SAT																																
	8.00P	60	ABC	2	B	4.5	8	397	1679	237	205	37^	581	172	369	395	309	167	608	262	448	396	280	123	190	74^	300	212				
	196	96	A	2	C	4.5	8	397	1679	237	205	37^	581	172	369	395	309	167	608	262	448	396	280	123	190	74^	300	212				
	8.00 - 8.30				A	3.8	7	337	1598	181^	129^	37^	516	141^	289	297	266	201	548	234	366	342	224	143^	236	101^	297	230				
	8.30 - 9.00				A	3.7	7	328	1681	201	166^	27^	455	128^	287	276	230	152^	527	217	414	359	243	103^	300	128^	399	271				
OUR HOUSE																																
SUN	7.00P	60	NBC	3	A	10.2	19	904	1665	345	278	49^	771	223	397	409	317	296	548	184	342	331	264	159	140	69^	206	143				
	202	98	GD	3	B	13.8	25	1226	1830	368	306	72	820	283	487	471	358	272	577	208	380	363	284	149	162	93	271	175				
	7.00 - 7.30				C	13.8	25	1226	1830	368	306	72	820	283	487	471	358	272	577	208	380	363	284	149	162	93	271	175				
	7.30 - 8.00				A	9.4	18	833	1633	334	262	47^	768	211	368	385	300	323	532	171	316	323	250	161	130	60^	204	138				
					A	11.0	19	975	1693	354	292	50^	773	233	422	430	332	273	562	195	363	338	276	157	149	77	208	147				
PERFECT STRANGERS																																
WED	8.00P	30	ABC	1	A	15.2	27	1347	1769	380	322	102	774	400	543	442	245	194	494	257	390	341	206	63	224	101	278	162				
	217	99	CS	1	B	15.2	27	1347	1769	380	322	102	774	400	543	442	245	194	494	257	390	341	206	63	224	101	278	162				
				1	C	15.2	27	1347	1769	380	322	102	774	400	543	442	245	194	494	257	390	341	206	63	224	101	278	162				
PRESIDENTIAL PORTRAIT																																
MON&THU	9.58P	1	CBS	3	A	13.9	22	1229	1492	352	274	73	849	274	494	476	397	289	498	172	288	281	244	169	81	44	65	42				
	209	99	DO	3	B	13.9	22	1229	1492	352	274	73	849	274	494	476	397	289	498	172	288	281	244	169	81	44	65	42				
	9.55P	1			C	13.9	22	1229	1492	352	274	73	849	274	494	476	397	289	498	172	288	281	244	169	81	44	65	42				
PRIVATE EYE																																
FRI	10.00P	60	NBC	2	A	11.5	22	1019	1625	312	246	80	717	246	437	418	354	233	682	241	418	422	338	223	96	40^	129	81				
	205	99	PD	2	B	11.6	22	1028	1630	311	245	69	762	244	452	422	378	265	633	205	367	373	321	223	109	50	127	84				
	10.00 - 10.30				C	11.6	22	1028	1630	311	245	69	762	244	452	422	378	265	633	205	367	373	321	223	109	50	127	84				
	10.30 - 11.00				A	12.0	23	1063	1620	307	239	76	711	251	430	411	345	235	674	236	416	422	339	217	105	51^	129	72				
					A	10.9	21	966	1644	320	256	85	730	243	450	429	367	233	698	249	423	426	340	232	86	29^	130	92				

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

SEP. 21-27, 1987

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C						HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0.000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																											
								TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN											
								PERS	WOMEN	18-49		18-	18-	25-	35-		18-	18-	25-	35-		TOT.	FEM.	TOT.	TOT.										
								(2+)	18+	49	<3		18-	49	54	64	55+		18-	49	54	64	55+		12-	17	2-	6-							
EVENING CONT'D																																			
RAGS TO RICHES						A	11.2	21	992	1771	257	205	52^	747	291	482	401	327	234	476	190	313	306	214	128	171	107	378	210						
FRI 8.00P 60 NBC 2						B	11.4	21	1010	1752	305	230	45	795	257	447	430	378	288	451	143	268	264	229	147	153	100	352	225						
202 99 CS 2						C	11.4	21	1010	1752	305	230	45	795	257	447	430	378	288	451	143	268	264	229	147	153	100	352	225						
8.00 - 8.30						A	10.6	20	939	1726	246	188	38^	749	289	470	390	321	246	476	181	298	294	210	142	161	110	340	192						
8.30 - 9.00						A	11.7	21	1037	1828	269	221	66	752	295	497	414	335	224	480	199	330	320	219	116	181	105	415	229						
ST. ELSEWHERE						A	13.4	23	1187	1536	322	254	130	823	328	518	482	366	249	495	188	336	305	231	140	125	78	93	46^						
WED 10.00P 60 NBC 2						B	15.2	26	1347	1506	329	270	129	861	347	544	500	372	262	472	192	316	303	207	132	96	61	77	40						
205 99 GD 2						C	15.2	26	1347	1506	329	270	129	861	347	544	500	372	262	472	192	316	303	207	132	96	61	77	40						
10.00 - 10.30						A	13.4	22	1187	1537	315	244	122	813	313	507	473	371	253	488	174	326	296	235	142	136	84	100	52^						
10.30 - 11.00						A	13.4	24	1187	1534	329	265	138	832	343	530	491	361	246	503	203	347	313	226	138	113	72	87	40^						
SECOND CHANCE						A	1.8	3	159	1717	260^	215^	48v	659	276^	523	513	320^	97v	766	431	640	427	302^	93v	127^	6v	164^	157^						
SAT 9.00P 30 FOX 1						B	1.8	3	159	1717	260^	215^	48v	659	276^	523	513	320^	97v	766	431	640	427	302^	93v	127^	6v	164^	157^						
115 85 CS 1						C	1.8	3	159	1717	260^	215^	48v	659	276^	523	513	320^	97v	766	431	640	427	302^	93v	127^	6v	164^	157^						
60 MINUTES						A	20.0	37	1772	1483	294	201	44	750	138	294	300	350	402	649	145	310	305	331	298	43	26^	41	26^						
SUN 7.00P 60 CBS 2						B	20.3	36	1794	1503	297	198	42	744	143	292	305	348	395	672	144	316	332	351	301	40	20^	46	24^						
210 99 DN 2						C	20.3	36	1794	1503	297	198	42	744	143	292	305	348	395	672	144	316	332	351	301	40	20^	46	24^						
7.00 - 7.30						A	18.8	36	1666	1457	291	200	44	724	136	289	295	341	384	640	143	302	298	323	299	49	28^	44	31^						
7.30 - 8.00						A	21.3	37	1887	1499	295	201	43	768	139	297	303	356	416	653	146	315	311	337	295	38	24^	39	22^						
SLAP MAXWELL						A	18.2	30	1613	1751	347	303	94	823	303	542	503	404	226	593	245	432	396	290	127	136	59	199	124						
WED 9.30P 30 ABC 1						B	18.2	30	1613	1751	347	303	94	823	303	542	503	404	226	593	245	432	396	290	127	136	59	199	124						
213 99 CS 1						C	18.2	30	1613	1751	347	303	94	823	303	542	503	404	226	593	245	432	396	290	127	136	59	199	124						
SLEDGE HAMMER						A	7.9	13	700	1631	262	207	65^	626	259	361	321	233	235	587	223	392	371	278	151	144	81^	274	182						
THU 8.00P 30 ABC 2						B	8.0	13	709	1686	249	201	88	684	245	383	347	295	264	614	230	404	370	302	165	134	69	254	179						
210 98 CS 2						C	8.0	13	709	1686	249	201	88	684	245	383	347	295	264	614	230	404	370	302	165	134	69	254	179						
SPECIAL MOVIE PRESNT.-CBS(S)						A	13.2	22	1170	1487	303	239	74	792	221	482	469	429	253	530	130	288	304	316	187	87	44^	78	38^						
TUE 9.00P 120 CBS 2																																			
202 99 FF																																			
ANGEL IN GREEN						A	11.3	17	1001	1500	274	218	84	755	200	440	448	418	252	548	130	282	325	128	207	86	41^	112	55^						
9.00 - 9.30						A	13.0	20	1152	1504	316	261	80	793	237	504	492	425	224	533	125	288	304	322	190	89	44^	89	41^						
9.30 - 10.00						A	14.5	24	1285	1481	315	246	68	803	228	486	463	427	266	514	127	277	290	306	177	95	50	69	33^						
10.00 - 10.30						A	14.1	26	1249	1458	299	228	64	805	214	486	468	439	267	526	137	299	299	309	176	78	39^	50^	26^						
10.30 - 11.00																																			
SPECIAL MOVIE PRESNT-CBS(S)						A	16.6	31	1471	1636	224	139	48	731	128	297	349	373	369	708	154	336	367	396	306	68	21^	129	82						
SAT 8.00P 120 CBS 2																																			
208 99 FF																																			
GUNSMOKE:RETURN TO DODGE						A	15.5	30	1373	1571	213	122	51	727	127	277	326	359	386	671	133	301	332	374	310	58	8v	115	74						
8.00 - 8.30																																			
CONT'D																																			

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

SEP. 21-27, 1987

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																								
									TOTAL WORKING LOH				W O M E N					M E N					T E E N S		CHILDREN								
DAY	TIME	DUR	NET	NO. OF T/C	Avg. Aud. %	Avg. SH %	Avg. Aud. 0,000	PERS	WORKING WOMEN	LOH 18-49 W/CH																TOT.	FEM.	TOT.	TOT.				
	#STNS	CVG%	TYPE		%	%		(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11
EVENING CONT'D																																	
SPECIAL MOVIE PRESNT-CBS-CONT'D																																	
	8.30 - 9.00				A	16.6	31	1471	1625	237	147	45	729	124	302	353	375	367	693	146	321	351	391	301	64	19^	140	87					
	9.00 - 9.30				A	16.5	29	1462	1666	225	146	44	724	130	308	353	375	351	729	163	351	383	409	308	78	28^	136	88					
	9.30 - 10.00				A	17.8	32	1577	1677	220	139	53	745	130	302	360	381	374	736	172	367	396	407	304	72	28^	124	80					
SPENSER: FOR HIRE																																	
SUN	8.00P	60	ABC	1	A	10.1	16	895	1787	296	242	89	718	226	450	420	376	230	680	242	454	418	338	187	114	47^	275	142					
	210	99	PD	1	B	10.1	16	895	1787	296	242	89	718	226	450	420	376	230	680	242	454	418	338	187	114	47^	275	142					
	8.00 - 8.30				C	10.1	16	895	1787	296	242	89	718	226	450	420	376	230	680	242	454	418	338	187	114	47^	275	142					
	8.30 - 9.00				A	9.2	15	815	1824	280	227	81	702	215	443	421	377	225	665	235	445	424	336	178	111	43^	346	179					
					A	11.0	17	975	1757	310	254	96	732	236	456	420	375	234	693	248	462	412	340	195	117	50^	215	110					
SPORTSBREAK-SAT																																	
SAT	9.58P	1	CBS	1	A	14.8	28	1311	1661	222	137	50	761	129	301	380	389	368	714	176	358	399	402	280	72	27^	115	79					
	208	99	SN	1	B	14.8	28	1311	1661	222	137	50	761	129	301	380	389	368	714	176	358	399	402	280	72	27^	115	79					
					C	14.8	28	1311	1661	222	137	50	761	129	301	380	389	368	714	176	358	399	402	280	72	27^	115	79					
SPORTSBREAK-SUN																																	
SUN	10.00P	1	CBS	1	A	12.6	21	1116	1614	337	227	54^	841	138	380	433	461	379	642	125	294	284	354	315	63	33^	68	59					
	210	99	SN	1	B	12.6	21	1116	1614	337	227	54^	841	138</																			

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

SEP. 21-27, 1987

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF						K E Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
									TOTAL WORKING				W O M E N					M E N					T E E N S		CHILDREN							
									PERS	WOMEN	18-49	LOH	18-	18-	25-	35-	18-	18-	25-	35-	TOT.	FEM.	TOT.	TOT.								
									(2+)	18+	49	<3	TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	17	17	11	11				
EVENING CONT'D																																
UNSOLVED MYSTERIES SPEC.-CONT'D																																
THU 10.00P 60 NBC																																
207 99 SM																																
10.00 - 10.30									A	18.6	32	1648	1558	328	261	72	803	258	481	438	413	274	613	208	370	338	292	208	82	37^	61	32^
10.30 - 11.00									A	17.2	31	1524	1514	311	238	63	778	235	452	428	401	275	614	196	364	345	304	212	72	34^	49	23^
VALERIE'S FAMILY									A	16.3	26	1444	1837	320	276	98	723	304	497	440	299	190	397	190	301	268	163	78	294	157	422	286
MON 8.30P 30 NBC									B	16.3	26	1444	1837	320	276	98	723	304	497	440	299	190	397	190	301	268	163	78	294	157	422	286
204 99 CS									C	16.3	26	1444	1837	320	276	98	723	304	497	440	299	190	397	190	301	268	163	78	294	157	422	286
WEREWOLF									A	2.8	5	248	1821	419	398	9v	688	297	555	468	335	104^	602	329	438	377	267	72^	337	161^	194^	154^
SAT 8.00P 30 FOX									B	2.8	5	248	1821	419	398	9v	688	297	555	468	335	104^	602	329	438	377	267	72^	337	161^	194^	154^
115 85 SM									C	2.8	5	248	1821	419	398	9v	688	297	555	468	335	104^	602	329	438	377	267	72^	337	161^	194^	154^
WHO'S THE BOSS?									A	23.4	39	2073	1807	370	325	92	784	379	563	466	296	173	448	250	348	279	160	77	232	127	343	232
TUE 8.00P 30 ABC									B	23.4	39	2073	1807	370	325	92	784	379	563	466	296	173	448	250	348	279	160	77	232	127	343	232
220 99 CS									C	23.4	39	2073	1807	370	325	92	784	379	563	466	296	173	448	250	348	279	160	77	232	127	343	232
WISEGUY									A	12.1	19	1072	1557	277	189	59^	773	212	394	379	349	333	637	202	374	371	318	224	62	31^	85	39^
THU 9.00P 60 CBS									B	12.1	19	1072	1557	277	189	59^	773	212	394	379	349	333	637	202	374	371	318	224	62	31^	85	39^
9.00 - 9.30									C	12.1	19	1072	1557	277	189	59^	773	212	394	379	349	333	637	202	374	371	318	224	62	31^	85	39^
9.30 - 10.00									A	11.8	18	1045	1573	263	182	61	751	206	380	359	335	329	662	215	389	388	324	234	63	35^	96	43^
									A	12.5	20	1108	1529	287	195	56^	787	216	404	394	359	334	609	188	356	353	310	213	60	26^	73	35^

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PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	WORKING WOMEN	W O M E N						M E N						T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
									18- 49		18- 49	18- 49	25- 54	35- 64	55+	18- 34	18- 49	25- 54	35- 64	55+	12- 17	FEM. 12- 17	TOT. 12- 14	TOT. 2- 5	MALE 6- 11	FEM. 6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
#STNS	CVG%	TYPE							TOTAL	34	49	54	64	55+	TOTAL	34	49	54	64	55+	12- 17	12- 17	12- 14	2- 5	6- 11	6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME DAYTIME DUR NET NO. OF #STNS CVG% TYPE T/C						KEY	HOUSEHOLD AUDIENCES AVG. SH. AVG. AUD. % AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
									TOTAL				WORKING WOMEN						W O M E N						M E N					T E E N S		
									PERS	18-	25-	15-	18-	18-	21-	21-	25-	15-	18-	18-	21-	21-	25-	12-	12-							
									(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	17	17				
LATE FRINGE																																
ABC NEWS:NIGHTLINE									A	5.6	18	498	1432	240	187	180	57^	707	219	404	390	433	402	52^	576	166	337	325	371	342	18v	33^
WED 11.30P 30 ABC 15									B	5.4	17	474	1380	228	168	166	69	697	174	350	335	394	352	50^	561	143	292	277	328	307	26^	27^
207 98 N 15									C	5.4	17	474	1380	228	168	166	69	697	174	350	335	394	352	50^	561	143	292	277	328	307	26^	27^
THU 11.37P 32																																
FRI 11.30P 31																																
11.30 - 12.00									A	5.8	18	511	1433	242	189	183	57^	709	224	405	390	434	403	51^	567	161	329	316	361	334	19^	34^
12.00 - 12.30									A	4.5	17	394	1395	218	170	145	48^	670	159	392	378	412	384	62^	662	212	422	412	469	421	7v	23v
ABC NEWS:NIGHTLINE-MON.									A	4.3	25	381	1345	254	236	212	103^	524	194	362	317	347	303	89^	762	331	540	525	571	508	13v	15v
MON 1.03A 30 ABC 4									B	4.1	21	366	1302	227	191	155	78^	535	167	301	285	324	269	87	695	278	462	443	496	445	41^	6v
206 97 N 4									C	4.1	21	366	1302	227	191	155	78^	535	167	301	285	324	269	87	695	278	462	443	496	445	41^	6v
1.00 - 1.30									A	4.3	25	381	1367	258	239	216	103^	532	198	370	325	355	311	90^	776	334	549	535	581	517	13v	15v
1.30 - 2.00									A	3.6	24	319	1368	259	242	209	121^	539	193^	348	294	326	276	97^	766	356	542	525	574	509	15v	17v
ABC NEWS:NIGHTLINE-WED									A	4.3	20	381	1336	188	123^	127^	81^	683	203	324	298	329	303	29v	506	110^	266	252	283	267	<<	28v
WED 12.00M 40 ABC 1									B	4.3	20	381	1336	188	123^	127^	81^	683	203	324	298	329	303	29v	506	110^	266	252	283	267	<<	28v
203 97 N 1									C	4.3	20	381	1336	188	123^	127^	81^	683	203	324	298	329	303	29v	506	110^	266	252	283	267	<<	28v
12.00 - 12.30									A	4.5	20	399	1338	195	130^	135^	77^	687	206	330	305	336	311	33v	507	114^	270	257	287	267	<<	27v
12.30 - 1.00									A	3.7	20	320	1327	182^	96^	101^	82^	671	191^	303	272	302	273	15v	501	95^	251	238	267	267	<<	32v
ABC NEWS:SPECIAL(S)									A	3.6	17	319	1423	247	217	219	84^	729	232	431	395	447	419	35v	497	113^	282	265	283	268	23v	44v
TUE 11.30P 120 ABC N																																
205 98 N																																
CAPITAL TO CAPITAL																																
11.30 - 12.00									A	6.1	20	540	1406	250	221	218	68^	705	212	403	379	429	399	40^	519	126	297	279	294	279	23v	36^
12.00 - 12.30									A	4.0	18	354	1401	267	233	234	84^	736	231	430	399	453	417	27v	488	112^	273	251	266	261	17v	39v
12.30 - 1.00									A	2.7	16	239	1395	228^	203^	204^	99^	730	238^	424	379	428	398	30v	467	99^	259^	238^	259^	250^	24v	47v
1.00 - 1.30									A	1.7	12	151	1496	198^	171^	198^	108v	752	280^	516	444	501	501	44v	461	82v	272^	272^	306^	262^	36v	74v
ABC WEEKEND REPORT-SAT.									A	1.8	6	159	1387	312^	161^	181^	74v	654	121^	302^	302^	383^	309^	60v	428	62v	307^	305^	332^	311^	36v	29v
SAT 11.30P 15 ABC 4									B	2.1	6	184	1518	372	291	275	80^	771	242	439	430	480	416	61^	530	126^	303	302	373	328	16v	49^
136 74 N 4									C	2.1	6	184	1518	372	291	275	80^	771	242	439	430	480	416	61^	530	126^	303	302	373	328	16v	49^
ABC WEEKEND REPORT-SUN.									A	2.3	9	204	1423	323	308^	229^	79v	692	199^	442	442	444	365	60v	586	235^	397	397	464	433	33v	<<
SUN 11.30P 15 ABC 3									B	1.8	8	162	1489	264	236	202^	73^	683	172^	401	401	414	352	59^	611	179^	392	390	441	408	26v	24v
145 79 N 3									C	1.8	8	162	1489	264	236	202^	73^	683	172^	401	401	414	352	59^	611	179^	392	390	441	408	26v	24v
CBS LATE NIGHT I									A	3.6	15	319	1387	238	197	203	119	743	213	402	366	418	372	68^	527	184	344	304	360	338	25^	48^
MON 11.30P 65 CBS 4									B	3.6	15	319	1387	238	197	203	119	743	213	402	366	418	372	68^	527	184	344	304	360	338	25^	48^
177 86 FF 4									C	3.6	15	319	1387	238	197	203	119	743	213	402	366	418	372	68^	527	184	344	304	360	338	25^	48^
TUE&THU 11.30P 66																																
WED 11.30P 67																																
11.30 - 12.00									A	3.9	13	343	1399	249	208	211	129	735	215	414	377	430	380	77^	535	191	359	318	377	351	28^	58^
CONT'D																																

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME						K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	T E E N S MALE FEM.			
										TOTAL				WORKING WOMEN				W O M E N						M E N						
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	PERS																						
	#STNS	CVG%	TYPE					(2+)	18+	49	54	24	TOTAL	34	49	49	54	54	24	TOTAL	34	49	49	54	54	12-	17-			
LATE FRINGE CONT'D																														
CBS LATE NIGHT I-CONT'D																														
	12.00 - 12.30				A	3.4	16	301	1374	228	185	193	111	749	212	391	355	407	364	60^	516	176	328	290	344	326	22v	41^		
	12.30 - 1.00				A	3.3	18	293	1343	221	184	196	95^	729	201	380	345	395	355	64^	516	179	324	279	328	314	25v	20v		
CBS LATE NIGHT II																														
MON	12.35A	53	CBS	5	A	2.3	14	205	1361	246	205	218	116^	712	229	396	361	426	390	113^	517	232	362	315	359	300	17v	49^		
	12.35A	85	FF	5	B	2.3	14	205	1361	246	205	218	116^	712	229	396	361	426	390	113^	517	232	362	315	359	300	17v	49^		
	12.36A	47			C	2.3	14	205	1361	246	205	218	116^	712	229	396	361	426	390	113^	517	232	362	315	359	300	17v	49^		
TUE	12.36A	47																												
WED	12.37A	43																												
THU	12.36A	44																												
FRI	12.30A	55																												
	12.30 - 1.00				A	2.4	14	214	1357	237	198	211	113^	714	219	390	353	420	385	99^	510	223	353	301	347	306	20v	45^		
	1.00 - 1.30				A	2.2	15	195	1357	257	211	224	118^	704	239	402	367	431	395	129^	521	240	370	329	372	290	13v	53^		
CBS NEWS NIGHTWATCH-1																														
M-THSU	2.00A	30	CBS	5	A	0.8	9	71	1117	144^	119v	126^	77v	649	201^	292^	250^	310^	294^	89v	392^	126^	221^	184^	186^	135^	<<	18v		
	2.00A	30	CBS	5	B	0.8	9	71	1117	144^	119v	126^	77v	649	201^	292^	250^	310^	294^	89v	392^	126^	221^	184^	186^	135^	<<	18v		
	58	54	N	5	C	0.8	9	71	1117	144^	119v	126^	77v	649	201^	292^	250^	310^	294^	89v	392^	126^	221^	184^	186^	135^	<<	18v		
CBS NEWS NIGHTWATCH-2																														
					A	0.8	12	74	1151	224^	189^	197^	69v	695	258^	352^	331^	400^	379^	55v	365^	98v	239^	214^	214^	188^	<<	28v		
CBS NEWS NIGHTWATCH-3																														
M-THSU	2.30A	30	CBS	5	B	0.8	12	74	1151	224^	189^	197^	69v	695	258^	352^	331^	400^	379^	55v	365^	98v	239^	214^	214^	188^	<<	28v		
	73	68	N	5	C	0.8	12	74	1151	224^	189^	197^	69v	695	258^	352^	331^	400^	379^	55v	365^	98v	239^	214^	214^	188^	<<	28v		
CBS NEWS NIGHTWATCH-3																														
M-THSU	3.00A	180	CBS	5	A	0.8	16	69	1105	304^	211^	249^	57v	680	204^	342^	336^	416^	377^	46v	365^	91v	214^	204^	205^	170^	<<	12v		
	3.00A	180	CBS	5	B	0.8	16	69	1105	304^	211^	249^	57v	680	204^	342^	336^	416^	377^	46v	365^	91v	214^	204^	205^	170^	<<	12v		
	99	80	N	5	C	0.8	16	69	1105	304^	211^	249^	57v	680	204^	342^	336^	416^	377^	46v	365^	91v	214^	204^	205^	170^	<<	12v		
	3.00 - 3.30				A	0.8	14	74	1096	234^	208^	196^	67v	650	248^	349^	334^	374^	333^	35v	382^	109v	258^	258^	258^	223^	<<	11v		
	3.30 - 4.00				A	0.8	15	69	1135	259^	234^	215^	60v	703	238^	376^	360^	396^	352^	39v	376^	95v	238^	238^	239^	200^	<<	<<		
	4.00 - 4.30				A	0.8	16	67	1200	356^	239^	299^	78v	742	223^	394^	391^	496^	437^	72v	398^	126v	253^	237^	237^	181^	<<	16v		
	4.30 - 5.00				A	0.7	17	66	1184	339^	219^	293^	47v	707	189^	352^	352^	458^	426^	52v	415^	102v	227^	211^	218^	182^	<<	16v		
	5.00 - 5.30				A	0.7	15	64	1114	338^	214^	285^	49v	677	177^	350^	350^	453^	421^	37v	373^	54v	180^	163^	163^	143^	<<	16v		
	5.30 - 6.00				A	0.7	15	66	1047	350^	176^	250^	47v	692	168^	275^	275^	381^	349^	47v	293^	67v	148^	131^	131^	101v	<<	16v		
CBS SUNDAY NEWS-OSGOOD																														
SUN	11.00P	15	CBS	1	A	2.9	8	257	1357	300	214^	251	30v	759	91^	313	292	388	379	26v	549	43v	219^	193^	225^	225^	16v	<<		
	11.00P	15	CBS	1	B	2.9	8	257	1357	300	214^	251	30v	759	91^	313	292	388	379	26v	549	43v	219^	193^	225^	225^	16v	<<		
	109	58	N	1	C	2.9	8	257	1357	300	214^	251	30v	759	91^	313	292	388	379	26v	549	43v	219^	193^	225^	225^	16v	<<		
DAVID LETTERMAN I																														
MON-FRI	12.30A	30	NBC	15	A	4.0	21	354	1411	275	246	219	121	702	299	489	462	491	423	140	579	328	471	449	471	368	39^	34^		
	12.30A	30	NBC	15	B	3.9	20	346	1377	278	245	215	118	659	286	450	419	455	401	145	576	305	449	414	448	362	42^	48^		
	203	99	GV	15	C	3.9	20	346	1377	278	245	215	118	659	286	450	419	455	401	145	576	305	449	414	448	362	42^	48^		
DAVID LETTERMAN II																														
MON-FRI	1.00A	30	NBC	15	A	3.2	21	285	1427	265	239	212	152	696	333	498	454	489	412	177	595	387	504	473	495	370	48^	35^		
	1.00A	30	NBC	15	B	3.2	21	281	1361	271	240	206	134	642	300	446	410	445	384	164	580	339	461	419	456	358	44^	46^		
	204	99	GV	15	C	3.2	21	281	1361	271	240	206	134	642	300	446	410	445	384	164	580	339	461	419	456	358	44^	46^		
FRIDAY NIGHT VIDEOS CONT'D																														
					A	2.8	21	248	1421	212^	180^	176^	159^	541	267	417	318	365	327	151^	522	306	422	404	459	393	146^	91^		

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PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
DAY	TIME	DUR #STNS	NET CVG%	NO. OF T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOTAL WORKING WOMEN				W O M E N						M E N						T E E N S																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																
									PERS (2+)	18+ 18+	25- 49	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	15- 24	TOTAL	18- 34	18- 49	21- 49	21- 54	25- 54	MALE 12- 17	FEM. 12- 17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
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A-CURRENT REPORT B-QUARTER AVERAGE C-SEASON AVERAGE

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SEP. 21-27, 1987

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							TEENS MALE FEM.	
DAY	TIME	DUR	NET	NO. OF	AVG. AUD.	SH %	AVG. AUD. 0,000	TOTAL PERS	WORKING WOMEN				W O M E N						M E N																			
#STNS	CVG%	TYPE	T/C		%	%		(2+)	18+		49	25-	15-	18-	18-	21-	21-	25-	15-	18-	18-	21-	21-	25-	15-	18-	18-	21-	21-	25-	12-	12-						
LATE FRINGE CONT'D																																						
TOP OF THE POPS-CONT'D																																						
FRI	11.30P	60	CBS	1	B	2.2	8	195	1554	290^	198^	200^	119^	640	172^	372	351	408	365	109^	580	283^	462	403	438	393												
	165	82	GV	1	C	2.2	8	195	1554	290^	198^	200^	119^	640	172^	372	351	408	365	109^	580	283^	462	403	438	393	64v	83v										
	11.30 - 12.00				A	2.5	8	222	1510	293	207^	212^	112^	632	163^	366	341	398	359	61v	543	236^	418	387	423	395	61v	89^										
	12.00 - 12.30				A	2.0	8	177	1532	271^	176^	176^	120^	618	174^	362	346^	401	355^	164^	598	328^	495	401	434	372	64v	70v										

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PROGRAM AUDIENCE ESTIMATES (Alpha)

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PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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									18-49	WOMEN	18- 18- 25- 35- 35+					18- 18- 25- 35- 35+					12- 12-	12- 12-	2- 2- 6-																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
DAY	TIME	DUR	NET	NO. OF		AVG. AUD. %	SH %	AVG. 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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

44 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP.21-27, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

46 PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP.21-27, 1987

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
DAY	TIME	DUR	NET	OF	T/C	NO.	CVG%	TYPE	AVG. AUD. %		SH %	AVG. AUD. 0,000	LOH WORKING			W O M E N										M E N		T E E N S			C H I L D R E N						
													18-49	WOMEN		15-	18-	18-	25-	25-	35-		MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.								
													W/CH	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	12-	12-	15-	2-	2-	2-	6-					
#STNS									%	%		<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+	17	17	17	11	11	5	11						
MONDAY-FRIDAY DAYTIME																																					
ABC AFTERSCHOOL SPECIAL(S)										A	5.7	18	505	89^	198	186	159	737	326	452	328	361	268	253	264	84^	28v	72^	63^	43^	92^	67^	67^				
WED 4.00P 60 ABC																																					
169 87 FV																																					
4.00 - 4.30										A	5.4	18	478	89^	220	205	159	759	346	473	349	378	260	257	249	78^	28v	62^	63^	34v	74^	59^	49^				
4.30 - 5.00										A	5.9	17	523	90^	182	171	161	729	313	440	315	351	280	253	282	90^	28v	83^	63^	52^	109^	76^	85^				
ABC DAYTIME NEWSBRIEF-M-F										A	7.5	27	662	122	223	201	152	899	389	580	443	501	348	261	214	90	16^	29^	19^	43^	47^	64	26^				
MTWTF 2.58P 1 ABC 18										B	7.3	27	646	128	222	200	159	883	383	567	439	495	339	260	223	92	22^	53	34^	42	50	56	36^				
210 98 N 18										C	7.3	27	646	128	222	200	159	883	383	567	439	495	339	260	223	92	22^	53	34^	42	50	56	36^				
TUE 2.56P 3																																					
WED 2.57P 2																																					
ALL MY CHILDREN										A	7.5	27	667	131	236	206	149	862	370	548	422	483	365	253	252	103	5v	34^	25^	47^	32^	59	20^				
MTW-F 1.00P 60 ABC 18										B	7.5	27	663	132	234	206	149	853	368	545	420	478	345	250	251	87	14^	42	29^	45	41	55	31^				
216 99 DD 18										C	7.5	27	663	132	234	206	149	853	368	545	420	478	345	250	251	87	14^	42	29^	45	41	55	31^				
TUE 1.00P 18																																					
& 1.37P 23																																					
1.00 - 1.30										A	7.1	25	625	131	241	208	150	866	379	554	426	487	366	251	247	102	2v	35^	23^	44^	30^	54^	20^				
1.30 - 2.00										A	8.0	29	710	130	231	203	147	855	362	541	417	478	363	253	255	103	7v	34^	25v	49	34^	64	20^				
AMERICAN TREASURY										A	3.4	12	304	72^	97^	75^	118	913	221	426	332	384	383	435	225	130	7v	52^	25v	33^	30v	12v	52^				
MTW-F 3.58P 1 CBS 3										B	3.4	12	304	72^	97^	75^	118	913	221	426	332	384	383	435	225	130	7v	52^	25v	33^	30v	12v	52^				
193 88 DD 3										C	3.4	12	304	72^	97^	75^	118	913	221	426	332	384	383	435	225	130	7v	52^	25v	33^	30v	12v	52^				
ANOTHER WORLD										A	4.6	17	411	82	212	173	109	875	240	484	390	459	436	322	314	123	21^	29^	35^	30^	28^	38^	20v				
MTWTF 2.00P 60 NBC 17										B	4.6	17	409	83	225	192	138	879	261	503	392	457	418	311	259	95	23^	51^	44^	24^	29^	36^	17^				
202 98 DD 17										C	4.6	17	409	83	225	192	138	879	261	503	392	457	418	311	259	95	23^	51^	44^	24^	29^	36^	17^				
WED 2.11P 49																																					
2.00 - 2.30										A	4.6	17	412	84	210	168	105	878	248	486	391	461	432	322	322	128	24^	18v	33^	34^	28^	42^	19v				
2.30 - 3.00										A	4.6	17	406	82^	215	180	113	880	235	487	393	460	443	325	308	120	20v	39^	38^	27^	28^	34^	21v				
AS THE WORLD TURNS										A	5.3	20	473	101	106	81	123	925	223	405	297	374	395	444	249	124	14v	23^	29^	47^	11v	33^	25^				
MTWTF 2.00P 60 CBS 5										B	5.3	20	473	101	106	81	123	925	223	405	297	374	395	444	249	124	14v	23^	29^	47^	11v	33^	25^				
208 99 DD 5										C	5.3	20	473	101	106	81	123	925	223	405	297	374	395	444	249	124	14v	23^	29^	47^	11v	33^	25^				
WED 2.16P 44																																					
2.00 - 2.30										A	5.3	20	463	101	106	82	127	920	230	402	290	365	382	443	244	120	15v	23^	30^	46^	9v	32^	22^				
2.30 - 3.00										A	5.4	20	480	101	106	80	119	925	215	405	302	380	403	442	252	127	12v	24^	28^	48^	12v	33^	27^				
BOLD AND THE BEAUTIFUL										A	4.1	15	362	94	128	112	107	912	229	413	317	372	388	445	265	137	8v	15v	18v	46^	8v	28^	26^				
MTW-F 1.30P 30 CBS 5										B	4.1	15	362	94	128	112	107	912	229	413	317	372	388	445	265	137	8v	15v	18v	46^	8v	28^	26^				
200 94 DD 5										C	4.1	15	362	94	128	112	107	912	229	413	317	372	388	445	265	137	8v	15v	18v	46^	8v	28^	26^				
TUE 1.31P 29																																					
CLASSIC CONCENTRATION										A	2.8	13	245	75^	107^	93^	99^	817	213	400	314	337	312	394	305	124^	8v	17v	20v	22v	48^	47^	24v				
CONT'D																																					

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME DAYTIME DAYTIME TIME #STNS DUR CVG% NET TYPE NO. OF T/C					KEY	HOUSEHOLD AUDIENCES AVG. AUD. % SH % AVG. AUD. 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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									18-49 W/CH	18- 49	15- 24	18- 34	18- 49	25- 34	25- 34	35- 54	35- 54	TOTAL	55+	12- 17	12- 17	15- 17	2- 11	2- 11	2- 5	6- 11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME										KEY	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
DAY	TIME	DUR	NET	NO. OF	T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	LOH WORKING			W O M E N										M E N		T E E N S			C H I L D R E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
									18-49		WOMEN		15-	18-	18-	25-	25-	35-			MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
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A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE T/C					K E Y	HOUSEHOLD AUDIENCES AVG. SH AVG. AUD. % AUD. % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																							
									LOH WORKING			W O M E N							M E N		T E E N S			C H I L D R E N								
									18-49	WOMEN		15-	18-	18-	25-	25-	35-			MALE	FEM.	TOT.	MALE	FEM.	TOT.	TOT.						
									W/CH	18-		15-		18-	18-	25-	25-	35-					12-	12-	15-	2-	2-	2-	6-			
									<3	18+	49	24	TOTAL	34	49	49	54	64	55+	TOTAL	55+											
MONDAY-FRIDAY DAYTIME CONT'D																																
SCRABBLE									A	3.6	14	323	76^	125	112	97^	816	209	372	290	316	278	418	363	184	22v	21v	33^	50^	38^	67^	21v
MON-FRI 12.30P									B	3.3	13	296	83^	123	104	86^	793	207	360	285	322	293	396	336	161	30^	22^	32^	40^	40^	57^	23v
155 82 QG 13									C	3.3	13	296	83^	123	104	86^	793	207	360	285	322	293	396	336	161	30^	22^	32^	40^	40^	57^	23^
SUPER PASSWORD									A	3.1	13	276	104^	101^	93^	78^	716	185	325	259	299	257	350	411	185	21v	15v	26v	44^	46^	69^	21v
MON-FRI 12.00N									B	3.2	13	285	85^	90	76^	99	710	178	302	237	285	265	360	369	155	22v	57^	48^	41^	58^	67^	31^
153 71 QG 20									C	3.2	13	285	85^	90	76^	99	710	178	302	237	285	265	360	369	155	22v	57^	48^	41^	58^	67^	31^
\$25,000 PYRAMID									A	2.8	14	252	84^	104^	68^	64^	700	176	270	210	295	313	345	422	249	<<	5v	5v	41^	37^	49^	29v
MON-FRI 10.00A									B	2.8	14	252	84^	104^	68^	64^	700	176	270	210	295	313	345	422	249	<<	5v	5v	41^	37^	49^	29v
166 78 QP 5									C	2.8	14	252	84^	104^	68^	64^	700	176	270	210	295	313	345	422	249	<<	5v	5v	41^	37^	49^	29v
WHEEL OF FORTUNE									A	5.1	24	450	66^	140	108	72	815	165	312	251	300	302	455	402	202	11v	13v	17v	23^	36^	47^	12v
TUE-FRI 11.00A									B	5.1	24	455	68	152	112	85	796	180	330	264	318	308	413	370	165	11v	29^	25^	28^	45^	49^	24^
206 99 QG 18									C	5.1	24	455	68	152	112	85	796	180	330	264	318	308	413	370	165	11v	29^	25^	28^	45^	49^	24^
WHO'S THE BOSS? M-F									A	3.4	16	297	145	238	191	138	757	293	517	418	470	348	188	255	66^	34^	55^	49^	89^	59^	82^	65^
TUE-FRI 11.00A									B	3.7	17	329	129	237	205	164	739	330	537	426	469	320	159	246	61^	55^	84	92	99	64^	104	59^
155 84 CS 18									C	3.7	17	329	129	237	205	164	739	330	537	426	469	320	159	246	61^	55^	84	92	99	64^	104	59^
WIN, LOSE OR DRAW									A	3.2	15	285	113^	148	128	84^	817	212	411	340	384	346	361	326	129	13v	17v	24v	42^	53^	64^	32^
MON 11.43A 17 NBC 13									B	3.6	16	319	112	159	136	91	811	216	416	337	397	355	336	317	117	14v	23^	23^	39^	60^	71^	29^
185 88 QG 13									C	3.6	16	319	112	159	136	91	811	216	416	337	397	355	336	317	117	14v	23^	23^	39^	60^	71^	29^
TUE-FRI 11.30A 30																																
YOUNG AND THE RESTLESS									A	6.8	26	601	90	155	136	118	883	254	441	337	382	374	397	267	135	13v	21^	22^	38^	21^	38^	20^
MON-FRI 12.30P 60 CBS 5									B	6.8	26	601	90	155	136	118	883	254	441	337	382	374	397	267	135	13v	21^	22^	38^	21^	38^	20^
209 99 DD 5									C	6.8	26	601	90	155	136	118	883	254	441	337	382	374	397	267	135	13v	21^	22^	38^	21^	38^	20^
12.30 - 1.00									A	6.8	27	601	84	154	136	113	869	247	434	337	378	373	394	274	139	15^	22^	25^	39^	23^	40^	23^
1.00 - 1.30									A	6.8	26	604	95	155	136	123	891	259	445	335	384	373	398	258	130	10v	21^	19^	36^	18^	36^	17^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C										HOUSEHOLD AUDIENCES K E Y AVG. AUD. SH % AVG. AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
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													15-24	18-49		TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																		
WEEKEND DAYTIME CHILDREN																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															

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FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
									TOT. PERS.	W O M E N		M E N		T E E N S					C H I L D R E N									
DAY	TIME	DUR	NET	NO. OF T/C	AVG. AUD. %	SH %	AVG. AUD. 0,000	(2+)	15- 24	18- 49	15- 24	17- 34	12- 17	12- 17	12- 17	12- 14	15- 17	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	
#STNS	CVG%	TYPE			%	%																						
WEEKEND DAYTIME CHILDREN CONT'D																												
I'M TELLING					A	3.5	13	310	1364	148^	365	300	116^	199^	237	133^	104^	113^	124^	563	320	243	225	338	175^	164^	171^	167^
SAT	12.30P	30	NBC	3	B	3.0	11	266	1322	122^	340	291	100^	228	214	89^	125^	137	77^	540	309	231	186	354	192	162	164	189
	112	66	CA	3	C	3.0	11	266	1322	122^	340	291	100^	228	214	89^	125^	137	77^	540	309	231	186	354	192	162	164	189
KIDD VIDEO					A	2.0	8	177	1507	137^	386	241^	184^	246^	339^	142^	197^	196^	143^	537	247^	290^	163^	374	176^	198^	202^	172^
SAT	12.30P	30	CBS	2	B	2.2	8	190	1486	234^	397	321	175^	226^	373	110^	263	207^	166^	490	225^	265	210^	280	150^	130^	160^	120^
	133	62	CA	2	C	2.2	8	190	1486	234^	397	321	175^	226^	373	110^	263	207^	166^	490	225^	265	210^	280	150^	130^	160^	120^
LITTLE CLOWNS-HAPPYTOWN					A	2.4	13	213	1297	116^	228^	225^	86^	81^	176^	62^	115^	77^	99^	812	365	447	323	490	288^	202^	321	169^
SAT	8.30A	30	ABC	1	B	2.4	13	213	1297	116^	228^	225^	86^	81^	176^	62^	115^	77^	99^	812	365	447	323	490	288^	202^	321	169^
	204	98	CA	1	C	2.4	13	213	1297	116^	228^	225^	86^	81^	176^	62^	115^	77^	99^	812	365	447	323	490	288^	202^	321	169^
LITTLE WIZARDS					A	4.1	16	363	1516	94^	261	233	96^	172^	242	143^	99^	150^	91^	841	471	371	419	423	219	204	157^	266
SAT	10.00A	30	ABC	1	B	4.1	16	363	1516	94^	261	233	96^	172^	242	143^	99^	150^	91^	841	471	371	419	423	219	204	157^	266
	204	98	CA	1	C	4.1	16	363	1516	94^	261	233	96^	172^	242	143^	99^	150^	91^	841	471	371	419	423	219	204	157^	266
MIGHTY MOUSE					A	4.3	16	381	1537	94^	367	287	51^	284	85^	34^	52^	55^	30^	801	539	262	363	438	301	137^	208	231
SAT	10.30A	30	CBS	2	B	4.2	15	368	1496	63^	304	236	41^	240	129	66^	63^	97^	32^	823	515	308	352	472	317	155	249	222
	194	96	CA	2	C	4.2	15	368	1496	63^	304	236	41^	240	129	66^	63^	97^	32^	823	515	308	352	472	317	155	249	222
MUPPET BABIES I					A	3.4	19	301	1334	23^	260	199^	19^	136^	61^	20^	42^	61^	<<	876	519	357	400	477	304	173^	247	230
SAT	8.30A	30	CBS	2	B	3.7	20	323	1411	42^	252	193	14^	196	107^	46^	61^	80^	26^	857	462	395	388	469	260	208	263	206
	205	97	CA	2	C	3.7	20	323	1411	42^	252	193	14^	196	107^	46^	61^	80^	26^	857	462	395	388	469	260	208	263	206
MUPPET BABIES II					A	4.4	20	390	1390	26^	244	191	37^	159^	67^	26^	41^	62^	4^	920	471	449	455	466	254	212	226	240
SAT	9.00A	30	CBS	2	B	4.6	20	403	1487	17^	240	188	32^	212	106^	67^	39^	97^	9^	929	479	450	437	491	264	227	261	230
	205	97	CA	2	C	4.6	20	403	1487	17^	240	188	32^	212	106^	67^	39^	97^	9^	929	479	450	437	491	264	227	261	230
MUPPET BABIES III					A	4.5	18	399	1364	6^	208	161	27^	136^	93^	40^	53^	82^	11^	926	543	383	406	521	342	179	303	218
SAT	9.30A	30	CBS	2	B	4.8	19	421	1446	18^	229	178	22^	185	119	57^	62^	102^	18^	913	523	389	426	487	300	187	275	212
	202	97	CA	2	C	4.8	19	421	1446	18^	229	178	22^	185	119	57^	62^	102^	18^	913	523	389	426	487	300	187	275	212
MY PET MONSTER					A	3.3	15	292	1386	102^	217^	213^	42^	119^	139^	52^	88^	59^	80^	911	508	403	286	625	369	256	364	261
SAT	9.00A	30	ABC	1	B	3.3	15	292	1386	102^	217^	213^	42^	119^	139^	52^	88^	59^	80^	911	508	403	286	625	369	256	364	261
	207	99	CA	1	C	3.3	15	292	1386	102^	217^	213^	42^	119^	139^	52^	88^	59^	80^	911	508	403	286	625	369	256	364	261
NEW ARCHIES					A	4.7	19	416	1549	158	379	294	75^	224	285	95^	189	201	84^	661	363	298	314	347	187	160	190	157
SAT	11.30A	30	NBC	3	B	5.2	19	464	1476	169	359	300	118	216	274	121	153	152	123	627	336	292	277	351	193	157	170	181
	183	92	CA	3	C	5.2	19	464	1476	169	359	300	118	216	274	121	153	152	123	627	336	292	277	351	193	157	170	181
PEE WEE'S PLAYHOUSE					A	5.6	21	496	1569	32^	309	229	34^	262	103^	27^	76^	78^	25^	895	495	401	377	519	304	215	273	246
SAT	10.00A	30	CBS	2	B	5.8	21	514	1561	54^	280	222	35^	253	149	51^	98	112	37^	879	501	378	387	492	288	204	274	218
	207	99	CL	2	C	5.8	21	514	1561	54^	280	222	35^	253	149	51^	98	112	37^	879	501	378	387	492	288	204	274	218
POPEYE & SON					A	3.8	14	337	1415	120^	374	260	63^	233	147^	47^	99^	82^	64^	662	420	242	331	331	211	120^	145^	186^
SAT	11.00A	30	CBS	2	B	4.0	14	350	1376	76^	292	211	68^	238	176	95^	81^	106^	70^	670	420	250	307	363	248	115^	180	183
	190	92	CA	2	C	4.0	14	350	1376	76^	292	211	68^	238	176	95^	81^	106^	70^	670	420	250	307	363	248	115^	180	183
REAL GHOSTBUSTERS(B) CONT'D					A	3.8	14	337	1567	86^	262	227	127^	222	253	135^	118^	129^	124^	830	446	383	399	430	219	211	183^	247

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FOR EXPLANATION OF SYMBOLS, SEE PAGE 8.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME					K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
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										15- (2+)	15- TOTAL	18- TOTAL	15- TOTAL	TOTAL	MALE	FEM.	TOT.	TOT.	TOTAL	MALE	FEM.	TOT.	TOT.	MALE	FEM.	TOT.	TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
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SEP. 21-27, 1987

PROGRAM NAME DAY TIME DUR NET NO. OF #STNS CVG% TYPE T/C						HOUSEHOLD AUDIENCES K E Y AVG. AUD. % SH % AVG. AUD. 0,000		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																					
								TOT. WORK. PERS ING WOM. (2+) 18+		W O M E N				M E N										T E E N S		CHD			
										TOTAL	18-	21+	25-	TOTAL	24	34	49	21+	49	54	49	54	64	55+	TOT. MALE		TOT.		
WEEKEND DAYTIME SPORTS CONT'D																													
MERCEDES MILE(S)-CONT'D																													
SAT 2.00P 30 CBS																													
148 82 SE																													
MITA TENNIS FESTIVAL(S)						A	1.8	5	159	1318	204^	551	312^	550	297^	590	76v	113^	382^	541	333^	409	307^	382^	423	132^	71v	71v	106^
SUN 3.00P 120 ABC						A	1.6	5	142	1484	256^	578	246^	578	277^	765	66v	151^	428^	699	362^	473	362^	473	516	226^	68v	68v	73v
151 78 SE						A	1.7	5	151	1279	191^	542	325^	540	299^	548	61v	76v	334^	513	299^	341^	274^	316^	399^	172^	82v	82v	107v
3.00 - 3.30						A	1.7	5	151	1413	223^	613	408^	613	377^	571	87v	111^	411^	529	369^	441	323^	396^	416^	88v	92v	92v	136^
3.30 - 4.00						A	2.0	6	177	1269	180^	540	305^	536	273^	559	93v	128^	399	502	342^	429	306^	393	416	74v	54v	54v	116^
4.00 - 4.30																													
4.30 - 5.00																													
NBC MAJOR LEAGUE PRE GAME						A	4.3	16	381	1536	137^	551	292	499	227	594	62^	261	395	574	374	389	333	349	187	184	154^	89^	237
SAT 2.00P 18 NBC						B	4.1	14	365	1432	131	474	262	430	204	599	118	282	398	538	336	356	280	299	195	182	110	57^	249
186 96 SC						C	4.1	14	365	1432	131	474	262	430	204	599	118	282	398	538	336	356	280	299	195	182	110	57^	249
NBC MAJOR LEAGUE BASEBALL						A	5.2	16	461	1440	128^	539	258	509	224	688	43^	197	365	670	347	377	322	351	284	294	100^	66^	113^
SAT 2.18P 229 NBC						B	5.4	17	478	1369	130	509	233	479	201	674	68	208	337	643	306	350	269	312	257	293	68	40^	118
201 99 SE						C	5.4	17	478	1369	130	509	233	479	201	674	68	208	337	643	306	350	269	312	257	293	68	40^	118
DETROIT VS TORONTO																													
ST LOUIS VS CHICAGO CUBS						A	4.3	16	381	1546	145^	590	300	572	260	684	67^	255	419	653	388	406	352	371	262	246	132^	87^	140^
2.00 - 2.30						A	4.9	17	434	1454	119^	578	291	567	239	659	50^	232	388	646	375	383	337	345	257	263	109^	62^	108^
2.30 - 3.00						A	5.1	17	452	1421	113^	551	265	536	210	640	41^	205	333	628	322	351	292	322	235	277	101^	50^	129^
3.00 - 3.30						A	5.3	17	470	1497	128^	551	274	537	217	657	31v	181	346	646	335	357	315	338	272	288	122^	76^	168
3.30 - 4.00						A	5.1	17	452	1438	128^	520	251	491	213	709	30v	184	381	691	363	389	350	377	327	302	82^	52^	127^
4.00 - 4.30						A	5.2	16	461	1452	128^	508	253	448	213	748	47^	204	386	725	363	398	339	374	314	327	99^	72^	98^
4.30 - 5.00						A	5.3	16	470	1424	125^	502	242	453	238	746	43^	175	359	723	336	382	316	362	322	341	94^	70^	82^
5.00 - 5.30						A	5.5	16	487	1380	137	528	232	488	227	681	50^	188	354	661	334	372	305	342	271	289	87^	73^	85^
5.30 - 6.00						A	6.6	18	585	1369	151	597	214	579	219	622	56^	166	333	599	311	345	277	312	260	255	79^	53^	70^
6.00 - 6.30																													
NBC MAJOR LEAGUE GAME-SUN(S)						A	5.1	16	452	1299	131^	435	174	424	176	708	60^	199	352	690	333	402	292	360	289	288	73^	59^	83^
SUN 1.30P 242 NBC																													
200 97 SE																													
DETROIT VS TORONTO																													
ST. LOUIS VS CHICAGO CUBS						A	4.3	15	381	1316	150^	416	187	402	180	734	141^	305	459	699	425	475	319	369	266	224	55^	41v	111^
1.30 - 2.00						A	4.4	15	390	1330	180	454	200	438	198	679	64^	198	356	671	348	418	292	362	259	254	84^	58^	113^
2.00 - 2.30						A	4.6	15	408	1261	165	476	212	474	226	632	35v	183	315	619	302	358	280	335	219	261	65^	49^	88^
2.30 - 3.00						A	4.8	15	425	1282	143^	422	197	408	195	670	55^	182	333	654	317	392	279	354	280	262	82^	64^	108^
3.00 - 3.30						A	5.0	16	443	1330	133^	416	172	399	168	736	65^	196	334	716	313	409	269	364	321	307	74^	57^	103^
3.30 - 4.00																													
CONT'D																													

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME										K E Y	HOUSEHOLD AUDIENCES			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				T E E N S TOT. MALE TOT.	C H D TOT.																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																						
DAY	TIME	DUR	NET	NO. OF	T/C	#STNS	CVG%	TYPE	T/C		AVG. AUD. %	SH %	AVG. AUD. 0,000	TOT. WORK. PERS ING		W O M E N				M E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
														(2+)	18+	TOTAL	49	21+	54	TOTAL	24	34	49	21+	49	54	49	54	64	55+	17	17	11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								
WEEKEND DAYTIME SPORTS CONT'D																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

PROGRAM AUDIENCE ESTIMATES (Alpha)

SEP. 21-27, 1987

PROGRAM NAME DAY TIME DUR NET NO. #STNS CVG% TYPE OF T/C						K E Y	HOUSEHOLD AUDIENCES AVG. AVG. AUD. SH AUD. % % 0,000			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				TEENS TOT. 12- 17																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
										TOT. WORK- PERS ING WOM. (2+) 18+	W O M E N								M E N																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
											TOTAL	18- 34	18- 49	21+	25- 49	25- 54	35- 64	35- 55+	TOTAL	18- 34	18- 49	21+	25- 49	25- 54	35- 64	35- 55+																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																														
WEEKEND DAYTIME OTHER																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																								</

A=CURRENT REPORT B=QUARTER AVERAGE C=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE B.

A-4 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. SEP.22, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	52.6	54.8	55.5	57.7	59.3	60.9	61.8	63.4	64.1	65.2	64.5	63.6	60.5	58.4	57.2	54.3

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

WHO'S THE BOSS?	FULL HOUSE SPECIAL	GROWING PAINS	I MARRIED DORA SPECIAL	MOONLIGHTING (R)(PAE)
20,730	19,310	20,560	18,070	16,210
23.4	21.8	23.2	20.4	18.3
39	35	36	32	32 *
21.9	24.9	22.0	20.4	18.7
				18.2
				17.8 *
				32 *
				17.3

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HOUSTON KNIGHTS	SPECIAL MOVIE PRESENT. - CBS ANGEL IN GREEN (PAE)
8,510	11,700
9.6	10.5 *
16	17 *
8.9	10.9
	11.2
	11.5
	12.6
	13.3
	14.6
	14.4
	14.8
	13.3

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

MATLOCK	CRIME STORY
15,060	10,900
17.0	12.3
27	21
15.4	12.2
	12.0
	11.9

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.3	11.4	8.5	9.1	8.3	8.3	8.6	7.9
23	20	14	15	13	13	14	14

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.2	2.6	1.9	1.9	1.5	1.8	1.9	1.9
6	5	3	3	2	3	3	3

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.8	2.0	1.8	1.9	1.8	2.0	2.1	2.0
3	4	3	3	3	3	4	4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.5	5.3	4.6	4.6	4.8	4.9	4.5	4.3
8	9	8	7	7	8	8	8

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	2.0	2.5	2.5	2.3	2.1	2.2	2.0
3	4	4	4	4	3	4	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-6 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. SEP.23, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	52.4	54.3	54.8	56.7	56.5	57.7	59.4	60.6	60.5	61.5	61.2	61.6	60.8	60.0	57.9	55.5

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

PERFECT STRANGERS	HEAD OF THE CLASS	HOOPERMAN	SLAP MAXWELL (PAE)	DYNASTY (PAE)
13,470	15,420	19,050	16,130	14,620
15.2	17.4	21.5	18.2	16.5
27	29	35	30	28
14.6	15.8	20.9	18.7	17.0
		22.0	17.7	16.6
				16.4
				16.2 *
				29 *
				16.0

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

OLDEST ROOKIE	EQUALIZER (PAE)
9,210	12,760
10.4	14.4 *
18	21 *
10.7	14.0
	14.8
	15.9
	15.7
	15.3
	14.4

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HIGHWAY TO HEAVEN	A YEAR IN THE LIFE	ST. ELSEWHERE
13,820	12,230	11,870
15.6	13.8	13.4 *
27	23	23
14.9 *	13.2 *	13.4 *
26 *	22 *	24 *
14.9 *	13.2 *	13.4 *
26 *	22 *	24 *
14.9 *	13.2 *	13.4 *
26 *	22 *	24 *

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

13.1	12.7	10.9	11.5	10.7	10.6	10.2	8.8
25	23	19	19	18	17	17	16

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.2	2.8	2.3	2.9	3.1	3.0	2.7	2.5
6	5	4	5	5	5	4	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9	2.6	2.5	2.6	2.4	2.5	2.5	1.6
4	5	4	4	4	4	4	3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.1	5.2	5.1	5.0	4.8	5.1	5.1	4.9
8	9	9	8	8	8	8	9

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7	2.0	2.2	2.3	2.0	2.4	2.7	2.5
3	4	4	4	3	4	4	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-8 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE. THU. SEP. 24, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
HUT	51.9	53.9	54.8	57.6	60.3	63.1	63.2	64.4	64.5	65.0	63.1	62.0	59.9	58.4	56.6	54.9

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SLEDGE HAMMER	CHARMING	← ABC THURSDAY NIGHT MOVIE GHOSTBUSTERS (9:00-11:06)(PAE)	
7,000	5,760	10,810	
7.9	6.5	12.2	11.3 *
13	10	20	17 *
8.1	7.7	11.0	11.6
			11.8
			12.0
			12.9
			12.7
			12.9

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

← TOUR OF DUTY	→ WISEGUY (PAE)	→ KNOTS LANDING	→
9,390	10,720	13,470	
10.6	9.8 *	15.2	15.1 *
17	16 *	20 *	26 *
9.6	9.9	12.6	15.3
	11.3	14.9	15.4
	11.8		15.2
	11.9		
	11.8		
	12.4		

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

BILL COSBY SHOW	A DIFFERENT WORLD	CHEERS	NIGHT COURT	UNSOLVED MYSTERIES SPEC. >
27,910	27,730	25,160	22,060	15,860
31.5	31.3	28.4	24.9	17.9
51	49	44	40	31
29.8	33.3	31.4	28.3	25.5
			24.3	19.0
				18.6 *
				32 *
				17.2 *
				31 *
				16.8

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.7	11.9	8.9	9.5	8.1	8.2	7.8	6.9
24	21	14	15	13	13	13	12

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.8	2.4	2.5	2.7	2.5	3.0	2.8	2.1
5	4	4	4	4	5	5	4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9	2.4	2.4	2.8	2.6	2.3	1.4	1.0
4	4	4	4	4	4	2	2

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.8	5.1	4.3	5.2	5.5	5.8	5.8	5.1
9	9	7	8	8	9	10	9

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0	1.7	2.0	2.3	3.2	3.2	2.6	2.3
4	3	3	4	5	5	4	4

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

EVE.FRI. SEP.25, 1987

[illegible]

For explanation of symbols. See page B.

A-12 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. SEP.26, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	41.7	43.1	44.3	45.9	50.6	52.3	52.8	54.1	55.7	56.2	55.3	54.4	52.7	52.1	51.2	50.2	44.9	41.4

ABC TV

(1)

← ONCE A HERO →

ABC SAT. NIGHT MOVIE SPEC
SPLASH
(R)(PAE)

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

7.8

3,280
3.7
7
4.1

3.8
7
3.5

*

3.7
7
3.7

6,470
7.3
14
5.1

5.3
9
5.5

*

7.3
13
7.1

*

8.4
16
8.7

*

8.1
16
8.1

*

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

14,710
16.6
31
14.9

15.5
30
16.1

*

16.6
31
16.7

*

16.5
29
16.4

*

17.8
32
17.7

11,080
12.5
24
12.9

12.7
24
12.5

*

12.3
24
12.2

*

← SPECIAL MOVIE PRESENT-CBS
GUNSMOKE: RETURN TO DODGE
(PAE) →

← JAKE AND THE FATMAN
SPEC. →

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

13,110
14.8
29
13.8

15,330
17.3
32
16.6

227

19,670
22.2
39
21.9

GOLDEN GIRLS

14,000
15.8
30
16.3

15.8
29
15.3

*

15.9
30
16.0

*

15.7
31
15.5

J.J. STARBUCK SPECIAL

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

12.5
29

12.5
28

9.0
17

7.8
15

7.0
13

7.8
14

8.8
17

7.9
16

8.0
19

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.3
8

3.0
7

2.1
4

2.0
4

2.0
4

2.4
4

2.5
5

2.3
5

1.7
4

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7
4

2.6
6

2.4
5

2.5
5

1.1
2

1.5
3

1.5
3

1.6
3

1.3
3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.7
11

6.2
14

6.1
12

5.7
11

5.0
9

6.1
11

5.8
11

4.7
9

3.6
8

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.4
6

2.5
6

4.1
8

4.6
9

4.8
9

4.5
8

4.3
8

5.1
10

5.0
12

U.S. TV HOUSEHOLDS: 88,600,000

(1) ABC COLLEGE FOOTBALL-GAME, NEBRASKA VS ARIZONA STATE, ABC, (3:23-7:13)

For explanation of symbols, See page B.

A-14 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. SEP.26, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	36.1	33.5	30.5	28.4	25.7	23.8	21.5	19.6	16.9	15.8	13.8	12.3	10.4	9.4				
ABC TV	(1)																	
AVERAGE AUDIENCE (Hhlds (000) & %)	{ 1,590																	
SHARE AUDIENCE %	{ 6																	
AVG. AUD. BY 1/4 HR	% 1.8																	
CBS TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)	{																	
SHARE AUDIENCE %	{																	
AVG. AUD. BY 1/4 HR	%																	
NBC TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)	{ 5,490																	
SHARE AUDIENCE %	{ 6.2																	
AVG. AUD. BY 1/4 HR	% 21																	
INDEPENDENTS																		
AVERAGE AUDIENCE	8.2		7.3		7.1		5.6		4.8		3.9		3.2					
SHARE AUDIENCE %	24		25		29		27		29		30		32					
SUPERSTATIONS																		
AVERAGE AUDIENCE	1.7		1.6		1.8		1.4		1.1		0.7 ^		0.5 ^					
SHARE AUDIENCE %	5		5		7		7		7		5 ^		5 ^					
PBS																		
AVERAGE AUDIENCE	1.1		0.9		0.7 ^		0.4 ^		0.3 ^		0.3 ^		0.2 ^					
SHARE AUDIENCE %	3		3		3 ^		2 ^		2 ^		2 ^		2 ^					
CABLE ORIG.																		
AVERAGE AUDIENCE	3.0		2.4		2.1		1.7		1.3		1.4		0.9					
SHARE AUDIENCE %	9		8		8		8		8		11		9					
PAY SERVICES																		
AVERAGE AUDIENCE	5.2		4.6		3.6		3.5		3.3		3.1		2.2					
SHARE AUDIENCE %	15		16		15		17		20		24		22					

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SAT.,ABC,(11:30-11:45)

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	50.3	53.3	56.1	58.7	61.5	63.0	63.6	64.8	64.4	64.3	64.3	63.8	60.1	57.8	56.0	52.2	43.0	37.8

ABC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← DISNEY SUNDAY MOVIE ALICE IN WONDERLAND (R) →
← SPENSER: FOR HIRE →
← DOLLY SHOW (PAE) →
← BUCK JAMES (PAE) →

	9,210				8,950				21,880				14,710					
	10.4	9.6 *		11.3 *	10.1	9.2 *			11.0 *	24.7	24.9 *		24.6 *	16.6	17.5 *		15.7 *	
	19	19 *		20 *	16	15 *			17 *	38	39 *		38 *	30	30 *		30 *	
	9.3	9.9	10.8	11.7	9.3	9.2	10.2	11.8	24.6	25.1	24.8	24.4	18.5	16.5	16.1	15.2		

CBS TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← 60 MINUTES →
← MURDER, SHE WROTE →
← LAW & HARRY MCGRAW SPEC. (PAE) → (1)

	17,720				18,070				11,160								2,570	
	20.0	18.8 *		21.3 *	20.4	19.8 *			20.9 *	12.6	13.1 *		12.9 *		12.4 *		11.8 *	2.9
	37	36 *		37 *	32	32 *			32 *	21	20 *		20 *		21 *		22 *	8
	17.3	20.2	20.8	21.8	19.8	19.8	21.1	20.8	13.3	13.0	13.2	12.7	12.5	12.2	12.1	11.5	2.9	

NBC TV

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

← OUR HOUSE →
← FAMILY TIES →
← MY TWO DAD'S →
← NBC SUNDAY NIGHT MOVIE THE TERMINATOR →

	9,040				18,610				14,620									
	10.2				21.0				16.5									
	19				24				27									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									
	9.4				19				24									
	9.4				11.0 *				15.4 *									

A-18 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. SEP.27, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45				
HUT	31.3	27.5	23.0	20.0	17.3	15.0	13.0	11.7	10.0	8.9	7.9	7.3	6.7	6.1				
ABC TV	(1)																	
AVERAGE AUDIENCE (Hhlds (000) & %)	{ 2,040																	
SHARE AUDIENCE %	{ 2.3																	
AVG. AUD. BY 1/4 HR	% 9																	
	% 2.3																	
CBS TV																		
AVERAGE AUDIENCE (Hhlds (000) & %)	{																	
SHARE AUDIENCE %	%																	
AVG. AUD. BY 1/4 HR	%																	
NBC TV	(2) (PAE)																	
AVERAGE AUDIENCE (Hhlds (000) & %)	{ 1,240																	
SHARE AUDIENCE %	% 1.4																	
AVG. AUD. BY 1/4 HR	%																	
INDEPENDENTS																		
AVERAGE AUDIENCE	4.3		3.8		3.0		2.0		1.7		1.2		1.1					
SHARE AUDIENCE %	15		18		19		16		18		16		17					
SUPERSTATIONS																		
AVERAGE AUDIENCE	1.4		1.2		0.9		0.5	^	0.5	^	0.4	^	0.3	^				
SHARE AUDIENCE %	5		6		6		4	^	5	^	5	^	5	^				
PBS																		
AVERAGE AUDIENCE	1.1		0.6	^	0.6	^	0.3	^	0.1	^	0.1	^	0.1	^				
SHARE AUDIENCE %	4		3	^	4	^	2	^	1	^	1	^	2	^				
CABLE ORIG.																		
AVERAGE AUDIENCE	3.1		2.1		1.6		1.0		0.8		0.8		1.0					
SHARE AUDIENCE %	11		10		10		8		8		11		16					
PAY SERVICES																		
AVERAGE AUDIENCE	3.5		3.2		2.6		2.4		2.0		1.6		1.3					
SHARE AUDIENCE %	12		15		16		19		21		21		20					

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WEEKEND REPORT-SUN, ABC, (11:30-11:45)
(2) G MICHAELS SPORTS MACHINE, NBC, (11:30-11:45)

For explanation of symbols, See page B.

TIME	6:00	6:15	6:30	6:45	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15
HUT	6.8	8.1	10.2	12.3	14.9	16.8	17.9	18.6	19.3	20.1	20.3	20.2	20.7	21.1	21.2	21.3	20.4	20.6

ABC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

(PAE)	(1)	(PAE)	(2)	GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING) (PAE)				GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING) (PAE)										
	1,100		1,830				3,670				3,700							
	1.2		2.1				4.1				4.2							
	15		16				22				21							
	1.2		2.1				4.3	4.0			4.1	4.2						

CBS TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CBS MORNING NEWS- 6:30AM		CBS MORNING NEWS- 7:00AM		MORNING PROGRAM (PAE)							\$25,000 PYRAMID		
890		1,670		1,730								2,520	
1.0		1.9		2.0	1.8	*		2.0	*		1.8	2.8	
10		12		9	10	*		10	*		9	14	
0.9	1.0	1.8	1.9	1.8	1.8	2.0	2.0	1.9	1.8			2.7	3.0

NBC TV

AVERAGE AUDIENCE {
(Hhds (000) & %)
SHARE AUDIENCE %

			NBC NEWS AT SUNRISE (PAE)															SALE OF THE CENTURY
	1,520						3,760				3,650						2,340	
	1.7						4.2				4.1						2.6	
	22						22				22						13	
	2.2						2.2				2.2						2.2	

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5		3.0		4.5		5.1		5.6		5.5		4.7		4.4		4.8
20		27		28		28		28		27		22		21		23

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.5	^	1.0		1.3		1.4		1.5		1.5		1.3		1.3		1.3
6	^	9		8		8		8		7		6		6		6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

<<		0.1	v	0.2	^	0.5	^	0.7		0.9		1.1		1.0		0.9
<<		1	v	2	^	3	^	4		4		5		5		4

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.1		1.2		1.7		1.7		2.0		2.2		2.2		2.5		2.5
15		11		10		9		10		11		11		12		12

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.6	^	0.7	^	0.8		1.1		0.9		0.9		0.9		0.8		0.8
8	^	6	^	5		6		5		4		4		4		4

U.S. TV HOUSEHOLDS: 88,600,000
(1) ABC WORLD NEWS-MORN-615A,ABC,(6:15-6:30)
(2) ABC WORLD NEWS-MORN-645A,ABC,(6:45-7:00)

For explanation of symbols, See page B.

A-22 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. SEP. 21-25, 1987

TIME	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
HUT	20.5	20.6	20.7	21.1	21.5	22.2	23.9	24.7	25.1	26.3	27.7	28.4	27.4	27.6	26.9	26.8	26.9	27.3
ABC TV																		
AVERAGE AUDIENCE (Hhds (000) & %)																		
SHARE AUDIENCE %																		
AVG. AUD. BY 1/4 HR																		
			WHO'S THE BOSS? M-F (TUE-FRI) (PAE)		MR. BELVEDERE M-F (PAE)		RYAN'S HOPE		LOVING		ALL MY CHILDREN (PAE)				ONE LIFE TO LIVE (PAE)			
			2,970		2,220		2,870		3,900		6,670				6,840			
			3.4		2.5		3.2		4.4		7.5		7.1 *		8.0 *	7.6 *		7.8 *
			16		11		13		17		27		25 *		29 *	28 *		29 *
			3.3	3.4	2.5	2.5	3.1	3.3	4.3	4.5	6.8	7.4	7.9	8.1	7.5	7.6	7.8	7.9
CBS TV																		
AVERAGE AUDIENCE (Hhds (000) & %)																		
SHARE AUDIENCE %																		
AVG. AUD. BY 1/4 HR																		
		NEW CARD SHARKS		PRICE IS RIGHT (TUE-FRI) (PAE)		PRICE IS RIGHT 2 (PAE)			YOUNG AND THE RESTLESS (PAE)		BOLD AND THE BEAUTIFUL (PAE)				AS THE WORLD TURNS (PAE)			
	2,590		4,050		5,110				6,010		3,620				4,730			
	2.9		4.6		5.8				6.8	6.8 *	4.1				5.3	5.3 *		5.4 *
	14		22		26				26	27 *	15				20	20 *		20 *
	2.8	3.0	4.5	4.8	5.6	5.9			6.6	7.0	7.0	6.6	4.1	4.1	5.2	5.3	5.4	5.3
NBC TV																		
AVERAGE AUDIENCE (Hhds (000) & %)																		
SHARE AUDIENCE %																		
AVG. AUD. BY 1/4 HR																		
		CLASSIC CONCENTRATION		WHEEL OF FORTUNE (TUE-FRI) (PAE)		WIN, LOSE OR DRAW (PAE)		SUPER PASSWORD	SCRABBLE		DAYS OF OUR LIVES (PAE)				ANOTHER WORLD (PAE)			
	2,450		4,500		2,850		2,760		3,230		5,750				4,110			
	2.8		5.1		3.2		3.1		3.6		6.5				4.8			
	13		24		15		13		14		24				17			
	2.7	2.9	5.1	5.1	3.1	3.3	3.2	3.8	3.8	6.2	6.5	6.6	6.7	6.7	4.7	4.6	4.6	4.6
INDEPENDENTS																		
AVERAGE AUDIENCE	4.5		4.1		4.2		4.3		4.9		4.7		5.1		5.4		5.6	
SHARE AUDIENCE %	22		19		19		18		19		17		18		20		21	
SUPERSTATIONS																		
AVERAGE AUDIENCE	1.4		1.4		1.4		1.4		1.6		1.2		1.1		1.2		1.4	
SHARE AUDIENCE %	7		7		6		6		6		4		4		4		5	
PBS																		
AVERAGE AUDIENCE	0.8		0.8		0.8		0.7		0.8		0.8		0.7		0.6		0.7	
SHARE AUDIENCE %	4		4		3		3		3		3		3		2		3	
CABLE ORIG.																		
AVERAGE AUDIENCE	2.6		2.6		2.5		2.1		2.2		2.3		2.6		2.7		2.8	
SHARE AUDIENCE %	13		12		11		9		8		8		9		10		10	
PAY SERVICES																		
AVERAGE AUDIENCE	0.8		0.8		0.7		0.7		0.8		1.0		0.9		0.9		0.8	
SHARE AUDIENCE %	4		4		3		3		3		4		3		3		3	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45			
HUT	27.2	27.8	28.4	29.4	29.1	31.1	32.4	34.0	35.4	37.4	38.8	40.6	45.3	46.9	48.3	50.1			
ABC TV	← GENERAL HOSPITAL → (PAE) —																ABC WORLD TONIGHT		
AVERAGE AUDIENCE (Hhds (000) & %)	{	7,050													8,510				
SHARE AUDIENCE	%	8.0	7.9 *		8.0 *										9.6				
AVG. AUD. BY 1/4 HR	%	28	29 *		28 *										20				
	%	8.0	7.9	8.0	8.0										9.4	9.8			
CBS TV	← GUIDING LIGHT (PAE) →																CBS EVENING NEWS-RATHER		
AVERAGE AUDIENCE (Hhds (000) & %)	{	4,430													9,320				
SHARE AUDIENCE	%	5.0	5.1 *		4.9 *										10.5				
AVG. AUD. BY 1/4 HR	%	18	18 *		17 *										22				
	%	5.0	5.1	5.1	4.8										10.5	10.6			
NBC TV	← SANTA BARBARA → (PAE) —																NBC NIGHTLY NEWS		
AVERAGE AUDIENCE (Hhds (000) & %)	{	4,040													8,430				
SHARE AUDIENCE	%	4.6	4.4 *		4.7 *										9.5				
AVG. AUD. BY 1/4 HR	%	16	16 *		16 *										20				
	%	4.3	4.5	4.7	4.8										9.4	9.6			
INDEPENDENTS																			
AVERAGE AUDIENCE		6.1		7.1		7.9		9.4		10.6		10.6		12.5		13.1			
SHARE AUDIENCE %		22		24		26		28		29		27		27		27			
SUPERSTATIONS																			
AVERAGE AUDIENCE		1.8		2.0		2.4		3.1		3.1		2.8		2.8		2.9			
SHARE AUDIENCE %		7		7		8		9		8		7		6		6			
PBS																			
AVERAGE AUDIENCE		0.9		0.9		1.0		1.1		1.1		1.0		1.3		1.4			
SHARE AUDIENCE %		3		3		3		3		3		3		3		3			
CABLE ORIG.																			
AVERAGE AUDIENCE		2.9		3.2		3.7		4.1		4.3		4.5		3.5		4.1			
SHARE AUDIENCE %		11		11		12		12		12		11		8		8			
PAY SERVICES																			
AVERAGE AUDIENCE		1.0		1.0		1.0		1.1		1.0		1.3		1.6		1.7			
SHARE AUDIENCE %		4		3		3		3		3		3		3		3			
U.S. TV HOUSEHOLDS:	88,600,000																		
																		For explanation of symbols: See page 20	

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-26 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEP. 26, 1987

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	5.3	6.5	7.6	9.0	11.3	14.2	16.9	18.7	20.9	22.2	24.0	25.2	25.4	26.3	26.6	27.1	26.6	26.2

ABC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

CARE BEAR FAMILY	LITTLE CLOWNS-HAPPYTOWN	MY PET MONSTER	ALL NEW POUND PUPPIES	LITTLE WIZARDS	REAL GHOSTBUSTERS (B)	FLINSTONE KIDS(B)
1,680	2,130	2,920	3,460	3,630	3,370	2,300
1.9	2.4	3.3	3.9	4.1	3.8	2.6
15	13	15	16	16	14	9
1.7	2.0	2.3	2.5	3.0	3.6	2.6
						2.5

CBS TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

HELLO KITTY	MUPPET BABIES	MUPPET BABIES	MUPPET BABIES	PEE WEE'S PLAYHOUSE	MIGHTY MOUSE	POPEYE & SON
1,590	3,010	3,900	3,990	4,960	3,810	3,370
1.8	3.4	4.4	4.5	5.6	4.3	3.8
14	19	20	18	21	16	14
1.6	2.0	3.2	4.4	5.3	4.4	3.8
						3.8

NBC TV

AVERAGE AUDIENCE {
(Hhlds (000) & %)
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

GUMMI BEARS (PAE)	SMURFS I	SMURFS II	SMURFS III (PAE)	FRAGGLE ROCK	ALVIN AND THE CHIPMUNKS	ALF-SAT MORN (PAE)
2,130	3,540	4,700	5,490	5,320	6,020	6,380
2.4	4.0	5.3	6.2	6.0	6.8	7.2
19	22	25	25	23	25	27
1.9	3.0	3.8	5.3	5.9	6.4	7.5
						6.9

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.0	2.6	3.1	3.7	4.0	4.4	5.1	5.5	5.7
34	31	24	21	19	18	20	21	22

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.7	1.1	1.2	1.5	1.3	1.3	1.4	1.2	1.5
12	13	9	8	6	5	5	4	6

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.2	0.3	0.8	0.9	1.0	1.2	1.0	1.3	1.3
3	4	6	5	5	5	4	5	5

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.0	1.4	1.8	2.0	2.6	3.0	3.2	3.2	3.6
17	17	14	11	12	12	12	12	14

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.4	0.6	0.8	1.4	1.8	2.1	1.8	1.5	1.5
7	7	6	8	8	9	7	6	6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

A-28 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEP. 26, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	24.9	25.1	24.9	25.4	26.0	25.7	26.1	27.0	27.9	27.9	27.6	27.7	28.1	29.0	29.6	30.4	30.6	31.1

ABC TV

		BUGS BUNNY & THEFTY SHOW(B)		ANIMAL CRACK-UPS(B)	← RYDER CUP GOLF-SAT → (1)											(2)	
AVERAGE AUDIENCE (Hhds (000) & %)	{	2,570		2,130		1,330									1,420	4,160	
SHARE AUDIENCE %	%	2.9		2.4		1.5	1.7 *		1.4 *		1.5 *		1.4 *		1.5 *	4.7	3.1 *
AVG. AUD. BY 1/4 HR	%	12		9		5	6 *		5 *		5 *		5 *		5	14	10 *
	%	2.9	3.0	2.1	2.7	1.9	1.5	1.3	1.5	1.4	1.6	1.4	1.4	1.6	1.5	2.1	3.4

CBS TV

		TEEN WOLF		CBS STORYBREAK MOMMA DON'T ALLOW		KIDD VIDEO					MERCEDES MILE		← CBS COLLEGE FOOTBALL GAME OHIO STATE VS LOUISIANA STATE (2:40-6:13)(PAE) →				
AVERAGE AUDIENCE (Hhds (000) & %)	{	2,390		1,950		1,770					1,510		4,700				
SHARE AUDIENCE %	%	2.7		2.2		2.0					1.7		5.3	4.3 *		4.9 *	5.1 *
AVG. AUD. BY 1/4 HR	%	11		9		8					6		17	15 *		16 *	17 *
	%	2.7	2.7	2.1	2.3	2.0	2.1				1.4	2.0	4.0	4.4	5.0	4.7	5.2

NBC TV

		NEW ARCHIES		FOOFUR (PAE)		I'M TELLING					(3)	← NBC MAJOR LEAGUE BASEBALL DETROIT VS TORONTO ST. LOUIS VS CHICAGO CUBS (MULTI SEGMENT)(PAE) →					
AVERAGE AUDIENCE (Hhds (000) & %)	{	4,160		2,840		3,100					3,810	4,610					
SHARE AUDIENCE %	%	4.7		3.2		3.5					4.3	5.2	4.9 *		5.1 *		5.3 *
AVG. AUD. BY 1/4 HR	%	19		12		13					16	16	17	17 *	17 *	17 *	17 *
	%	4.3	4.3	3.2	3.3	3.6	3.4				4.3	4.3	4.7	5.1	5.1	5.2	5.4

INDEPENDENTS

AVERAGE AUDIENCE	6.4		6.8		6.9		7.4		8.7		8.4		8.1		9.0		8.6
SHARE AUDIENCE %	26		27		27		28		31		30		28		30		28

SUPERSTATIONS

AVERAGE AUDIENCE	1.7		2.1		2.1		2.2		2.5		2.0		1.9		2.3		1.9
SHARE AUDIENCE %	7		8		8		8		9		7		7		8		6

PBS

AVERAGE AUDIENCE	1.2		1.2		1.2		1.4		1.7		1.9		1.5		1.5		1.4
SHARE AUDIENCE %	5		5		5		5		6		7		5		5		5

CABLE ORIG.

AVERAGE AUDIENCE	4.0		3.9		4.1		3.8		3.8		4.6		5.4		5.3		6.1
SHARE AUDIENCE %	16		15		16		14		14		17		19		18		20

PAY SERVICES

AVERAGE AUDIENCE	1.5		1.7		1.5		2.3		2.3		2.1		1.7		1.9		2.0
SHARE AUDIENCE %	6		7		6		9		8		8		6		6		6

U.S. TV HOUSEHOLDS: 88,600,000

- (1) ABC COLLEGE FOOTBALL-PRE, (PAE), ABC, (3:00-3:23)
(2) ABC COLLEGE FOOTBALL-GAME, NEBRASKA VS ARIZONA STATE, (PAE), ABC, (3:23-7:13)
(3) NBC MAJOR LEAGUE PRE GAME, (PAE), NBC, (2:00-2:18)

For explanation of symbols, See page B.

A-30 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. SEP. 26, 1987

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	30.5	31.3	32.3	33.2	33.8	34.1	33.8	35.1	36.6	38.1	39.8	40.6						

ABC COLLEGE FOOTBALL GAME
NEBRASKA VS. ARIZONA STATE
(3:23-7:13)(PAE)

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

	4.0	*		4.2	*		3.8	*		4.2	*		5.6	*		7.1	*
	13	*		13	*		11	*		12	*		15	*		18	*
	3.9	4.2	4.2	4.1	3.8	3.8	4.2	4.2	5.0	6.2	6.8	7.3					

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

CBS COLLEGE FOOTBALL GAME
OHIO STATE VS. LOUISIANA STATE
(2:40-6:13)(PAE)

CBS SAT. NEWS-
SCHIEFFER

	4.8	*		4.9	*		5.8	*		6.6	*		5,760				
	16	*		15	*		17	*		19	*		6.5				
	4.9	4.6	4.8	4.9	5.5	6.1	6.4	6.7	6.7			6.3	6.7				

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%

NBC MAJOR LEAGUE BASEBALL
DETROIT VS. TORONTO VS. ST. LOUIS VS. CHICAGO CUBS
(MULTI-SEGMENT)(PAE)

NBC NIGHTLY
NEWS-SAT.

	5.1	*		5.2	*		5.3	*		5.5	*		6,200				
	17	*		16	*		16	*		16	*		7.0				
	5.1	5.3	5.1	5.1	5.4	5.6	6.6					6.9	7.1				

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

9.1		10.7		11.2		11.8		11.3		12.6
29		33		33		34		30		31

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.2		2.8		3.4		3.4		3.1		3.7
7		9		10		10		8		9

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.5		1.6		1.8		1.7		1.5		1.1
5		5		5		5		4		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

5.6		5.4		5.2		4.0		4.3		4.6
18		16		15		12		12		11

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

2.1		2.2		2.2		2.3		2.7		2.6
7		7		6		7		7		6

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page B.

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	11:00	11:15
HUT	4.5	4.9	5.4	6.4	8.1	10.6	13.3	16.3	18.5	20.6	21.6	22.7	23.8	25.0	24.7	25.1	25.6	26.0

ABC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

BUSINESS
WORLD(B)

970
1.1
4
1.1 1.1

CBS TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

FOR OUR TIMES
(SUS)

SUNDAY MORNING

FACE THE
NATION

3,990
4.5
20
3.4
3.8
19
4.2
*
*
4.4
4.6
20
4.7
*
*
5.1
5.1
20
5.0
*
*
2,300
2.6
10
2.8
2.3

NBC TV

AVERAGE AUDIENCE
(Hhds (000) & %) {
SHARE AUDIENCE %
AVG. AUD. BY 1/4 HR %

SUNDAY TODAY

MEET THE
PRESS(B)

1,330
1.5
10
0.5
0.8
8
1.1
*
*
1.8
11
1.8
*
*
1.8
9
1.8
*
*
1,060
1.2
1.2
1.2

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.7
36
1.8
31
3.5
38
5.7
39
7.1
36
7.8
35
8.2
34
9.0
36
9.3
36

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.4
9
0.4
7
1.0
11
2.0
14
2.2
11
2.5
11
2.5
10
2.5
10
2.9
11

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.2
4
0.3
5
0.7
8
1.2
8
1.4
7
1.6
7
1.4
6
1.6
6
1.7
7

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.0
21
1.6
27
1.7
18
2.2
15
2.9
15
3.5
16
4.5
18
5.1
20
5.7
22

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

0.4
9
0.5
8
0.6
6
1.3
9
1.6
8
2.1
9
2.8
11
2.6
10
2.4
9

U.S. TV HOUSEHOLDS: 88,600,000

For explanation of symbols, See page 8.

A-34 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEP. 27, 1987

TIME	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	3:00	3:15	3:30	3:45
HUT	26.5	26.5	25.8	26.5	27.0	27.9	27.5	28.5	29.0	29.7	29.9	30.5	31.0	31.2	31.2	31.5	32.1	32.1

ABC TV

←THIS WEEK-DAVID BRINKLEY→

RYDER CUP GOLF-SUN

MITA TENNIS FESTIVAL
(3:00-5:00)

AVERAGE AUDIENCE (Hhds (000) & %)	{	2,570				1,860									1,590			
SHARE AUDIENCE	%	2.9	2.7 *		3.1	2.1 *	1.5 *	1.7 *		2.0 *		2.4 *		2.7 *	1.8	1.6 *	1.7 *	
AVG. AUD. BY 1/4 HR	%	11	10 *		12	7	5 *	6 *	1.9	7	2.3	8 *	2.7	9 *	5	5 *	5	5 *
	%	2.6	2.8	3.0	3.2	1.6	1.5	1.6	1.8	2.1	2.5	2.7	2.6	1.7	1.6	1.6	1.7	

CBS TV

←←CBS NFL TODAY→→
(12:30-1:25)(PAE)

SUPER BOWL XXI GAME
NY GIANTS VS DENVER BRONCOS
(1:25-4:49)(R)(PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{				3,370			3,010										
SHARE AUDIENCE	%				3.8	3.6 *		3.4	3.0 *		3.5 *		3.6 *		3.3 *		3.1 *	
AVG. AUD. BY 1/4 HR	%				14	13 *		11	10 *		12 *		12 *		11 *		10 *	
	%				3.4	3.7	4.2	3.4	3.0	2.9	3.3	3.6	3.6	3.7	3.4	3.3	3.2	3.1

NBC TV

(1)

NBC MAJOR LEAGUE GAME-SUN
DETROIT VS TORONTO ST. LOUIS VS CHICAGO CUBS
(MULTI SEGMENT)(PAE)

AVERAGE AUDIENCE (Hhds (000) & %)	{				2,840			4,520										
SHARE AUDIENCE	%				3.2	2.8 *		3.6 *	5.1 *	4.3 *	4.4 *	4.6 *	4.8 *	5.0 *				
AVG. AUD. BY 1/4 HR	%				15	10 *		13	16	15	15	15	15	16				
	%				2.6	2.9	3.4	3.6	4.1	4.5	4.5	4.4	4.4	4.7	4.8	4.6	4.9	5.3

INDEPENDENTS

AVERAGE AUDIENCE	10.3		10.2		11.6		10.4		10.9		11.3		12.2		12.8		12.0	
SHARE AUDIENCE %	39		39		42		37		37		37		39		41		37	

SUPERSTATIONS

AVERAGE AUDIENCE	2.5		2.8		3.5		3.1		2.9		2.9		3.4		3.7		3.5	
SHARE AUDIENCE %	9		11		13		11		10		10		11		12		11	

PBS

AVERAGE AUDIENCE	1.5		1.2		1.7		1.3		1.5		1.5		1.7		1.6		1.9	
SHARE AUDIENCE %	6		5		6		5		5		5		5		5		6	

CABLE ORIG.

AVERAGE AUDIENCE	5.6		5.5		4.8		5.1		5.5		5.0		4.6		4.3		4.4	
SHARE AUDIENCE %	21		21		18		18		19		17		15		14		14	

PAY SERVICES

AVERAGE AUDIENCE	2.2		1.8		2.0		2.3		2.3		2.6		2.2		2.9		3.3	
SHARE AUDIENCE %	8		7		7		8		8		9		7		9		10	

U.S. TV HOUSEHOLDS: 88,600,000
(1) NFL LIVE... (PAE), NBC, (MULTI SEGMENT)

For explanation of symbols, See page B.

A-36 *Nielsen* NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. SEP. 27, 1987

TIME	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45						
HUT	33.0	33.0	33.7	33.9	34.3	35.4	34.8	35.7	37.9	39.5	40.9	42.6						

ABC TV

MITA TENNIS FESTIVAL
(3:00-5:00) →

ABC WRLD NEWS
TONIGHT-SUN
(PAE)

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

	1.7	*		2.0	*						4,870	
	5	*		6	*						5.5	
	1.7		2.0	2.0							13	
											5.4	5.6

CBS TV

SUPER BOWL XXI GAM
NY GIANTS VS DENVER
BRONCOS
(1:25-4:49)(R)(PAE)

(1)

CBS EVENING
NEWS-SUNDAY

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

				2,920							5,760	
	3.3	*		3.3							6.5	
	10	*		10							16	
	3.3	3.2	3.7	3.3							6.0	6.9

NBC TV

NBC MAJOR LEAGUE GAME-SUN
DETROIT VS TORONTO ST. LOUIS VS CHICAGO CUBS
(MULTI SEGMENT)(PAE)

(2)

NBC NIGHTLY
NEWS-SUN

AVERAGE AUDIENCE
(Hhlds (000) & %)
SHARE AUDIENCE
AVG. AUD. BY 1/4 HR

{
%
%
%

	5.5	*		6.1	*		4.9	*		2,920		6,560
	17	*		18	*		14	*		3.3		7.4
	5.4		5.9	4.7	5.0		4.9		5.4	3.3		17
												7.0
												7.8

INDEPENDENTS

AVERAGE AUDIENCE
SHARE AUDIENCE %

11.8		11.6		11.1		11.0		10.8		11.5
36		34		32		31		28		28

SUPERSTATIONS

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.4		2.8		2.5		2.5		2.8		2.8
10		8		7		7		7		7

PBS

AVERAGE AUDIENCE
SHARE AUDIENCE %

1.9		1.3		1.6		1.8		1.3		1.4
6		4		5		5		3		3

CABLE ORIG.

AVERAGE AUDIENCE
SHARE AUDIENCE %

4.6		5.6		5.0		4.8		4.4		4.1
14		17		14		14		11		10

PAY SERVICES

AVERAGE AUDIENCE
SHARE AUDIENCE %

3.2		2.3		2.9		3.1		4.0		3.9
10		7		8		9		10		9

U.S. TV HOUSEHOLDS: 88,600,000

(1) SUPER BOWL XXI POST, (PAE), CBS, (4:49-5:00), (S), (R)
(2) NBC MAJOR LEAGUE POST-SUN, (PAE), NBC, (5:47-6:00), (S)

For explanation of symbols, See page B.

SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN

FOR CHILDRENS PROGRAMS

SATURDAY, SEPTEMBER 26, 1987

PROGRAM NAME	START TIME	DURATION	HOUSEHOLDS WITH ANY CHILD:					
			NET	UNDER 18 AA% (0,000)	UNDER 12 AA% (0,000)	UNDER 6 AA% (0,000)	UNDER 6 AA% (0,000)	
ALF-SAT MORN	11.00AM	30	NBC	15.0	506	15.5	387	15.8 251
ALL NEW POUND PUPPIES	9.30AM	30	ABC	9.3	315	11.2	279	10.9 173
ALVIN AND THE CHIPMUNKS	10.30AM	30	NBC	14.5	490	15.3	383	16.8 267
ANIMAL CRACK-UPS (B)	12.00NN	30	ABC	4.2	143	4.5	111	5.5 87
BUGS BUNNY & TWEETY SHOW (B)	11.30AM	30	ABC	5.7	193	6.3	158	6.8 108
CARE BEAR FAMILY	8.00AM	30	ABC	3.9	133	4.6	115	4.3 69
CBS STORYBREAK	12.00NN	30	CBS	3.7	126	4.2	104	4.1 66
FLINTSTONE KIDS (B)	11.00AM	30	ABC	5.9	199	6.8	169	7.1 114
FOOFUR	12.00NN	30	NBC	6.5	219	7.2	179	7.6 122
FRAGGLE ROCK	10.00AM	30	NBC	12.9	436	13.8	344	15.3 243
GUMMI BEARS	8.00AM	30	NBC	4.9	167	5.7	143	7.0 111
HELLO KITTY	8.00AM	30	CBS	3.6	122	4.2	105	3.6 58
I'M TELLING	12.30PM	30	NBC	7.0	238	7.8	194	7.3 117
KIDD VIDEO	12.30PM	30	CBS	3.6	122	3.8	95	3.1 49
LITTLE CLOWNS-HAPPYTOWN	8.30AM	30	ABC	5.8	198	6.9	172	8.1 129
LITTLE WIZARDS	10.00AM	30	ABC	9.8	330	11.0	275	10.9 173
MIGHTY MOUSE	10.30AM	30	CBS	7.5	253	9.6	239	9.9 157
MUPPET BABIES I	8.30AM	30	CBS	7.3	248	9.3	233	10.3 163
MUPPET BABIES II	9.00AM	30	CBS	9.6	325	12.5	311	12.7 203
MUPPET BABIES III	9.30AM	30	CBS	9.4	318	12.1	303	11.1 177
MY PET MONSTER	9.00AM	30	ABC	8.2	277	10.3	257	10.7 170

SPECIAL REPORT: HOUSEHOLDS WITH CHILDREN
FOR CHILDRENS PROGRAMS

SATURDAY, SEPTEMBER 26, 1987

PROGRAM NAME START TIME	DURA TION	HOUSEHOLDS WITH ANY CHILD:					
		NET	UNDER 18		UNDER 12		UNDER 6
			AA%	(0,000)	AA%	(0,000)	AA% (0,000)
NEW ARCHIES							
11.30AM	30	NBC	9.3	316	10.1	251	9.9 158
PEE WEE'S PLAYHOUSE							
10.00AM	30	CBS	11.1	374	14.0	349	13.3 212
POPEYE & SON							
11.00AM	30	CBS	6.9	232	8.1	203	9.0 144
REAL GHOSTBUSTERS(B)							
10.30AM	30	ABC	9.0	305	9.8	246	10.2 162
SMURFS I							
8.30AM	30	NBC	8.4	285	9.2	229	8.6 137
SMURFS II							
9.00AM	30	NBC	10.5	353	11.2	280	11.1 176
SMURFS III							
9.30AM	30	NBC	12.5	422	13.4	335	14.1 225
TEEN WOLF							
11.30AM	30	CBS	4.7	158	4.8	120	5.1 82

UE: 33810

UE: 24940

UE: 15920

INTAB: 676

INTAB: 511

INTAB: 303

EXPLANATION OF SYMBOLS APPEARING ON THESE PAGES:

- IFR - BELOW MINIMUM INTAB STANDARDS
- << - BELOW MINIMUM RATING STANDARDS
- LT - BELOW MINIMUM PROJECTION STANDARDS

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